DOCUMENT RESUME

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ABSTRACT

The resource guide of instructional materials is one of two volumes developed by 92 career education teachers in the State of New York, each experienced with the designated subject matter or grade level. The assessment instrument developed to evaluate the materials is included. The career education materials are grouped into sections by grade level: K-1, 2-3, 4-6, and 7-8. Types of materials reviewed include: textbooks, posters, workbooks, audiovisual kits, pamphlets, filmstrips, cassette tapes, teachers' manuals, slides, transparencies, reference books, and multimedia programs. Each item is evaluated in an abstract format and contains: bibliographic data (subject matter area and/or grade level, title, publisher, year of publication, and cost); type of material (listing of number of types of items included under title); brief description of material; readability level (one of three readability formulas was used with all printed materials, Dale-Chall, Frye, or Spache); overall rating (expressed as a ratio of total points); summary of ratings (bias, accuracy, appropriateness, verbal and visual fluency, usefulness and versatility); and additional comments. (MF)

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INSTRUCTIONAL MATERIALS

FOR

CAREER EDUCATION

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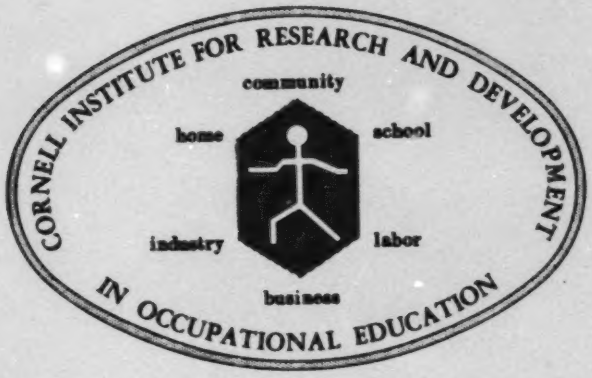

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Bureau of Inservice Education, New York State Education Department, Albany, New York

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James G. Bennett

Martha C. Muncrief

THE ASSESSMENT PROCESS

In recent years, the amount of instructional material available for classroom use has increased dramatically. The teacher today is faced with the dilemma of selecting among numerous materials with various prices from dozens of publishers...and often without the option of viewing the material before purchase.

The Instructional Materials Project was designed to address this problem. It is a system approach for identifying and evaluating instructional materials in career and occupational education. Task forces of classroom teachers were selected, trained in the assessment process, and then asked to evaluate instructional materials. This two-volume publication of evaluations is the result of their efforts.

The first phase of the project involved the development of an assessment instrument. Existing research in learning theory, curriculum evaluation, and media impact was reviewed. Approximately 20 assessment instruments from various sources were examined. Our assessment instrument draws on these sources in order to establish guidelines in the evaluation process.

Our project staff was supported by the Advisory Council in the decision to have all evaluation done by classroom

teachers. Names of outstanding career education teachers were secured from directors of state-supported projects and workshops. Names of outstanding occupational education teachers were obtained from staff in the New York State Education Department. We selected teachers from these lists in order to obtain a wide geographical representation. Teachers were then invited to attend workshops in the evaluation of instructional materials.

Each workshop began with a training session in the use of our assessment document. Teachers were then grouped by subject matter area and/or grade level. The first section of the instrument (pages 11-14) was used individually by a teacher in examining a piece of material. A task force of three to five teachers then worked together to complete the evaluation (pages 15, 16). Every member of the task force was a classroom teacher with experience with the designated target population.

This is one of two publications containing the evaluations of materials as completed by the task forces. Editing has been held to a minimum in an attempt to retain the original language of teachers at work in the evaluation process.

We hope that teachers will continue to add evaluations to this notebook. Use our assessment instrument, modifying it to suit your needs, or find another set of guidelines you like better. The important thing is that we continue to examine educational materials critically and that we share our findings with other teachers.

TITLE_____

/ TASK 1.0 BIAS /

Materials which stereotype sex roles, show bias toward age, racial, ethnic, or religious groups, and/or impose artificial hierarchies of social values on occupational categories (job denigration) should be avoided. Bias may also be evident in advertising which detracts from the educational value of the material.

1.1 Is bias present in the material? (check all appropriate items)

/__/ job denigration
/__/ sex-role stereotyping
/__/ age discrimination
/__/ racial bias
/__/ ethnic bias
/__/ religious bias
/__/ objectionable advertising
/__/ other (explain)

1.2 Is the material sufficiently free of bias to justify its use in the classroom? (check one)

/__/ Yes
/__/ No

COMMENTS_____

/ TASK 2.0 ACCURACY /

Materials which provide inaccurate or misleading information have little utility in the total teaching-learning process.

2.1 To what extent is the content objective and accurate?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Distorted or incorrect — Realistic, impartial and correct

2.2 To what extent is the content timely and up-to-date?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Outdated in information, ideas and illustrations — Current in information, ideas and illustrations

2.3 To what extent is the content clear and complete?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Vague and inconclusive — Sufficiently detailed to prevent misinterpretation

[ ] TOTAL SCORE FOR TASK 2

COMMENTS_____

/ TASK 3.0 APPROPRIATENESS /

Appropriateness of materials should be judged in relation to the target population and the total subject matter area.

3.1 To what extent are the language and/or visuals appropriate to the target population?

/ / 1 / / 2 / / 3 / / 4 / / 5

Stilted; antiquated language used; trite or too complex

Fluent and easy to understand; appropriate to maturity level of learner

3.2 To what extent is the content appropriate to the target population?

/ / 1 / / 2 / / 3 / / 4 / / 5

Lacking in challenge or too difficult to comprehend

Challenging but not beyond the ability of the learner

3.3 To what extent is the content relevant to the total subject matter area?

/ / 1 / / 2 / / 3 / / 4 / / 5

Unnecessary; emphasizes an unimportant aspect of the subject

Important and necessary to the subject matter area

[ ] TOTAL SCORE FOR TASK 3

COMMENTS_____

/ TASK 4.0 VERBAL AND VISUAL FLUENCY /

Instructional materials should make learning easier by presenting the subject matter in a simple and attractive way.

4.1 To what extent is the material appealing to the learner?

/ / 1 / / 2 / / 3 / / 4 / / 5

Unattractive; cluttered; poor in design

Attractive; simple; effective in design

4.2 To what extent is the organization of the material easy to follow?

/ / 1 / / 2 / / 3 / / 4 / / 5

Too many ideas treated inadequately; distracting or extraneous parts

Ideas developed adequately in a logical manner; clear general theme

4.3 To what extent is the material interesting and stimulating?

/ / 1 / / 2 / / 3 / / 4 / / 5

Treats too few ideas in a redundant manner; dull and boring

Contributes to the development of critical thought and creativity

[ ] SCORE FOR TASK 4

COMMENTS_____

/ TASK 5.0 USEFULNESS AND VERSATILITY /

Instructional materials should be useful in a variety of situations and adaptable to varied needs of student.

5.1 To what extent can the material be used with learners having varying needs?

/ / 1 / / 2 / / 3 / / 4 / / 5

Suitable for a limited group of learners

Appropriate to target group with varying level of maturity, economic backgrounds and learning styles

5.2 To what extent can the material be used in a variety of classroom organizational patterns?

/ / 1 / / 2 / / 3 / / 4 / / 5

No provisions for adaptability; useful in only one type of situation

High level of adaptability; suitable for varying classroom formats

5.3 To what extent is cost and packaging of the material consistent with the degree of usability?

/ / 1 / / 2 / / 3 / / 4 / / 5

Poorly constructed or packaged; more costly than is justified by probable use

Durably packaged; easy to handle and store; available at a cost commensurate with value

[ ] TOTAL SCORE FOR TASK 5

COMMENTS _____

/ TASK 6.0 SUMMARY PROFILE /

TASK POINTS	MAXIMUM POINTS POSSIBLE	SCORE OF TASK
2.0	15	
3.0	15	
4.0	15	
5.0	15	
TOTAL	60	

6.1 Overall assessment of material (check one)

/ / Unacceptable; below 35 points

/ / Useful; 36 to 48 points

/ / Excellent; 49 to 60 points

6.2 Does the rating above accurately reflect your general assessment of the material?

/ / Yes / / No (explain)

COMMENTS _____

/ TASK 7.0 CLASSROOM USE /

7.1 Have you used this material in your classroom?

/__/ Yes /__/ No

7.2 Does this material require training for effective use?

/__/ Yes /__/ No

7.3 Are consultant services available to provide training for use?

/__/ Yes (explain) /__/ No

Where? _____

_____

7.4 Do you know of any type of validation which has been done on this material, i.e. learner verification, pre-post tests, ratings, etc.?

/__/ Yes (explain) /__/ No

_____

_____

_____

7.5 Are there other discipline areas or target populations for whom this material might be appropriate? (list)

_____

_____

_____

Sign-off By Assessor

Name _____

Date _____

This research instrument was developed with EPDA funds, Section 554, under a contract with the Bureau of Inservice Education, New York State Education Department.
Revised February, 1975

Reactions and questions may be directed to:

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INSTRUCTIONAL MATERIALS ASSESSMENT

TITLE_____

AUTHOR_____

PUBLISHER/SUPPLIER_____

YEAR PUBLISHED_____ PLACE_____ COST_____

PACKAGING (check one)

/__/ 1. Single Piece (item)

/__/ 2. Set of_____ items, packaged together

/__/ 3. Set of _____items, available separately

TYPE OF MATERIAL (check all appropriate items)

1. Printed (pages_____)
   - /__/ A. Student Manuals
   - /__/ B. Workbooks
   - /__/ C. Pamphlets
   - /__/ D. Reference Books
   - /__/ E. Textbooks
   - /__/ F. Magazines/Periodicals
   - /__/ G. Other_____

2. Audiovisual
   - /__/ A. Graphics/Pictures/Posters
   - /__/ B. Audio Tapes
   - /__/ C. Transparencies
   - /__/ D. Filmstrips
   - /__/ E. Slide Series
   - /__/ F. Records
   - /__/ G. Other_____

3. Manipulative
   - /__/ A. Puzzles
   - /__/ B. Games
   - /__/ C. Models/Mock Ups
   - /__/ D. Puppets/Figures
   - /__/ E. Laboratory Kits
   - /__/ F. Other_____

BRIEF DESCRIPTION OF MATERIAL_____

OCCUPATIONAL/DISCIPLINE AREA (check one)

- /__/ 1. Agriculture_____
- /__/ 2. Business Education_____
- /__/ 3. Career Education_____
- /__/ 4. Distributive Education_____
- /__/ 5. Health_____
- /__/ 6. Home Economics_____
- /__/ 7. Trade & Industrial_____
- /__/ 8. Other_____

TARGET POPULATION (check one)

- /__/ 1. Grades K-1
- /__/ 2. Grades 2-3
- /__/ 3. Grades 4-6
- /__/ 4. Grades 7-8
- /__/ 5. Grades 9-12
- /__/ 6. Post Secondary/Adult
- /__/ 7. Special Needs_____

READABILITY GRADE LEVEL

/__/ 1. Not Applicable

/__/ 2. Readability Check Performed → Grade Level Is [ ]

Readability Formula Used_____

COMMENTS_____

TASK FORCE SUMMARY OF RATINGS

TASK 1.0 BIAS

TASK 2.0 ACCURACY (score of _____)

TASK 3.0 APPROPRIATENESS (score of _____)

TASK 4.0 VERBAL AND VISUAL FLUENCY (score of_____)

TASK 5.0 USEFULNESS AND VERSATILITY (score of _____)

OVERALL RATING (score of _____)

19 NAME OF TASK FORCE CHAIRMAN_____

DATE_____

USING THIS PUBLICATION

Every effort was made to provide accurate information about each item of material reviewed. Inconsistencies are inevitable, however, when a large number of people are involved as authors. Information given is current as of the time of review.

Evaluations of materials have been grouped into sections by subject matter area and/or grade level. Pages are unnumbered in order to allow flexibility of use. The following information is provided for each piece of material:

BIBLIOGRAPHICAL INFORMATION

Subject matter area and/or grade level (top right corner)

Title (and Author, where known)

Publisher

Year Published

Cost

TYPE OF MATERIAL

Listing of number and types of items included under title.

BRIEF DESCRIPTION OF MATERIAL

Content of material.

READABILITY GRADE LEVEL

One of three readability formulas was used with all printed materials: Dale-Chall, Frye, Spache. Grade level and formula used to compute it are listed.

OVERALL RATING

All material was classified into one of three categories:

Excellent	49-60 points
Useful	36-48 points
Unacceptable	35 and below

Overall rating is expressed as a ratio of the total points, i.e. 45/60.

SUMMARY OF RATINGS

BIAS: Classified as "Acceptable" or "Unacceptable"

ACCURACY: Expressed as a

APPROPRIATENESS: ratio of the total

VERBAL AND VISUAL FLUENCY: points for each

USEFULNESS AND VERSATILITY: item, i.e. 13/15.

ADDITIONAL COMMENTS

May include additional information about use in the classroom, learner verification, similar material available, etc.

TITLE: EARLY CHILDHOOD SERIES

R. Jaynes, B. Woodbridge, N. Curry

CE

Grades K-1

PUBLISHER: Bowmar Publishing Company
622 Rodier Drive
Glendale, California
91201

YEAR PUBLISHED 1970 COST $ 378.00 Records

384.60 Cassettes

TYPE OF MATERIAL:

This is an audiovisual kit consisting of 30 books and 30 cassettes or records. There are also 9 study print sets, 9 sound filmstrips and two teacher's guides.

BRIEF DESCRIPTION OF MATERIAL:

Part I, About Myself, was reviewed. Large, colorful study prints match up to the three filmstrips and records, which are titled, "Myself and Other People - Alike and Different", "My Family and Other Families - Alike and Different", and "Everyone Needs Many Things". The material helps children develop self-esteem, reasoning powers and judgement in problem solving.

READABILITY GRADE LEVEL

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 14/15

Realistic, current, and complete.

APPROPRIATENESS: 14/15

Suitable for young children.

VERBAL AND VISUAL FLUENCY: 14/15

Narrator's reading of the books was not stimulating, but pictures were large and colorful.

USEFULNESS AND VERSATILITY: 12/15

The material can be used as part of a reading program for those children ready for the skill. The records narrate exactly the same story that is written in the books so the children can follow along word for word.

ADDITIONAL COMMENTS:

Two of the four reviewing teachers mentioned the fact that there is plenty of time for the children to turn the pages in the books. One of the teachers thought the series should be categorized as "useful" because the photos are excellent but the narration is "lifeless and too slowly read".

TITLE | PEOPLE WHO COME TO MY HOUSE

Jane Belk Moncure

CE

Grades K-1

PUBLISHER | The Child's World, Inc.
P.O. Box 681
Elgin, Illinois
60120

YEAR PUBLISHED 1969 COST $ 7.95

TYPE OF MATERIAL:
The set consists of six study prints dealing with career education. A teacher's guide is also included.

BRIEF DESCRIPTION OF MATERIAL:
The six picture fold-outs, depict the mailman, milkman, paper boys, telephone men, clean-uppers, and fix-it man. The teacher's guide contains questions, facts, creative activities and stories and additional resource materials.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
None of the workers depicted is a woman. All are middle aged men. Women appear in only superficial roles.

ACCURACY: 9/15
The material does not reflect the many technological advances made since 1969 when the material was published.

APPROPRIATENESS: 12/15
The pictures are large and colorful so the kindergarteners can relate to them.

VERBAL AND VISUAL FLUENCY: 10/15

USEFULNESS AND VERSATILITY: 9/15

ADDITIONAL COMMENTS:

All four reviewing teachers expressed concern that the material did not show women in any of the career positions.

TITLE | THE ADVENTURES OF THE LOLLIPOP DRAGON

CE

Grades K-1

PUBLISHER | Society for Visual Education
1345 Diversay Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1970 COST $ 67.50 Records

71.50 Cassettes

TYPE OF MATERIAL:

A kit containing six color filmstrips, 3 records or cassettes and 6 teacher's guides. The filmstrips average 80 frames or 12 minutes each and are available separately.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrips are titled, "Making Dragon Cookies", "Building a New Clubhouse", "Trading Jobs in Tum-Tum", "The Workers of Tum-Tum", "Changing World of Work in Tum-Tum", and "The Lollipop Factory". The cartoon characters in the filmstrips help the children develop self awareness, career awareness, the concept of working together and the ability to make value judgements. The records accompany the filmstrips.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Lollipop Dragon is not identified by sex. Little girl in story is depicted as being more adventuresome than her brother and takes the lead in most activities.

ACCURACY: 14/15
Up to date and clear presentation.

APPROPRIATENESS: 14/15
Very suitable for age group.

VERBAL AND VISUAL FLUENCY: 15/15
Attractive, easy to follow, and interesting.

USEFULNESS AND VERSATILITY: 13/15
Very reasonable price for the value received.

ADDITIONAL COMMENTS:
The material seems appropriate for anywhere from kindergarten through third grade. Publisher states that it intended for use in primary grades.

TITLE SELF-IDENTIFICATION MULTI-MEDIA SET I

CE

Grades K-1

PUBLISHER
Advanced Learning Concepts
Children's Press
224 West VanBuren Street
Chicago, Illinois 60607

YEAR PUBLISHED 1974 COST $ 39.95

TYPE OF MATERIAL:
This is an audio-visual kit consisting of four books, four tapes and a teacher's guide. The kit deals with feelings.

BRIEF DESCRIPTION OF MATERIAL:
The books are titled, "Feelings Between Friends", "Feelings Between Kids and Parents", "Feelings Between Kids and Grownups", and "Feelings Between Brothers and Sisters". The books are colorful and the tapes read the exact story as it appears in the books.

READABILITY GRADE LEVEL:
Not Applicable.

OVERALL RATING:
EXCELLENT 58/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 15/15
Objective, timely, and complete.

APPROPRIATENESS: 15/15
Children can relate to their own feelings.

VERBAL AND VISUAL FLUENCY: 15/15

The material lends itself to creative thought and discussion. The narration is concise and distinct. The books are read at a rate slow enough for the children to digest and appreciate the concepts.

USEFULNESS AND VERSATILITY: 13/15

The material can be used by non-readers and readers, in either individual or group situations. The lovely photographs lead to good discussions about feelings. The material can be used by second and third graders also. Each book has a separate tape, making it easier to use.

ADDITIONAL COMMENTS:

Good discussion questions follow each page of reading. Material is intended for K-3 and probably appropriate for all those grades.

TITLE GETTING TO KNOW MYSELF

Hap Palmer

CE

Grades K-1

PUBLISHER Educational Activities, Inc.
Freeport
New York

YEAR PUBLISHED 1972 COST $ 5.95

TYPE OF MATERIAL:
One record dealing with self-awareness.

BRIEF DESCRIPTION OF MATERIAL:
The record contains movement oriented activities that stress awareness of body, body parts, feelings and emotions.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 55/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
Objective, timely, and complete

APPROPRIATENESS: 14/15
The cover is appealing to children

VERBAL AND VISUAL FLUENCY: 14/15
Presented in a simple and attractive way.

USEFULNESS AND VERSATILITY: 13/15
Can be used effectively with pre-school children and with learning disabilities classes. The record is appropriate for background music as well as active listening.

ADDITIONAL COMMENTS:
One of the five reviewing teachers mentioned that the record is excellent in its presentation of individual feelings.

TITLE | PEOPLE WHO HELP OUR COMMUNITY

CE

Grades K-1

PUBLISHER | Troll Associates
320 Rte. 17
Mahwah, New Jersey
07430

YEAR PUBLISHED 1968 COST $ 2.50 Each

24.95 Set of 10

TYPE OF MATERIAL:

Set of ten colored transparencies, packaged in paper covers within a cardboard folder.

BRIEF DESCRIPTION OF MATERIAL:

The ten occupations covered are fireman, nurse, teacher, doctor, librarian, sanitation worker, storekeeper, postman, policeman, and farmer.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No blacks or minority groups are pictured. Women are shown as teacher, librarian, and nurse while the other occupations show men in the roles. One teacher felt that the sex-role stereotyping and omission of minority groups made the material unacceptable, and another teacher felt that verbal supplementation on the teacher's part was needed.

ACCURACY: 10/15

Pictures and content are somewhat out-of-date. The media used limits the amount of detail, but it appears accurate.

APPROPRIATENESS: 11/15

There are no words or guide included. The material consists of pictures only, which are simple and easy to understand. However, the material shows only one thing that each worker is involved in. Easily understood by non-readers.

VERBAL AND VISUAL FLUENCY: 9/15

Not considered very colorful or stimulating, and some of the transparencies were very cluttered.

USEFULNESS AND VERSATILITY: 8/15

Since only white individuals are shown, its use with racially mixed groups is questioned. It can be used individually or with a group, but there is nothing contained in the material itself to motivate the children to work on their own. The material could be used as a general overview and as a springboard to more specific information.

TITLE | PEOPLE WHO WORK WHILE YOU SLEEP

CE

Grades K-1

PUBLISHER | Highsmith Company, Inc.
Fort Atkinson
Wisconsin
53538

YEAR PUBLISHED _____ COST $ _____

TYPE OF MATERIAL:
Filmstrip.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrip introduces the children to different people who hold night jobs. There are written words on the filmstrips with no tape narration.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 33/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Three of the four reviewing teachers said the material was free enough of bias to be used in the classroom. However, all four teachers commented upon the fact that women are shown in only "demeaning" positions and the workers are mostly male.

ACCURACY: 9/15

APPROPRIATENESS: 9/15

VERBAL AND VISUAL FLUENCY: 7/15
The pictures on the filmstrip are stilted, unrealistic and lack the human aspect.

USEFULNESS AND VERSATILITY: 8/15

The material has to be used in a teacher directed situation because the narration is printed on the filmstrip frames. There is no tape/record narration.

ADDITIONAL COMMENTS:

The reviewing teachers thought the concept of people who work at night is a good one to present, but thought there were more effective ways to present it than shown on this filmstrip.

TITLE: MOMMIES AT WORK

Eve Merriam

CE

Grades K-1

PUBLISHER: Scholastic Book Services
900 Sylvan Avenue
Englewood Cliffs, New Jersey
07632

YEAR PUBLISHED 1973 COST $ .60

TYPE OF MATERIAL:
Paperback book, 34 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
Colorful covered paperback illustrating a variety of jobs women do in the world of work outside the home, as viewed through the eyes of a child.

READABILITY GRADE LEVEL:
Frye 6th. Many long words to describe jobs; a vocabulary discussion would lower readability grade level.

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material was free of sex-role stereotyping, showing women in varied occupations and at various levels.

ACCURACY: 14/15
The information is current, including careers that have developed only within recent years. The content is limited, however, in the amount of detail provided concerning the occupations in terms of the skills required and job responsibilities involved.

APPROPRIATENESS: 13/15
Although the material does not stimulate exploration, it does give exposure to the variety of jobs that exist for women today.

VERBAL AND VISUAL FLUENCY: 12/15

The material is simple and easy to follow, but most of the rating teachers were critical of the illustrations for one reason or another. They were considered to be lacking in color and clarity.

USEFULNESS AND VERSATILITY: 14/15

The book was described as quite adaptable. Non-readers would be able to understand the message. It lends itself to individual use or to large groups. It can easily be used as a tool for promoting discussion. Quite inexpensive.

ADDITIONAL COMMENTS:

Book would probably be equally good for grades 2-3.

TITLE: KINDLE III - GETTING ALONG

CE

Grades K-1

PUBLISHER: Scholastic
Inside-Out Productions, Inc.
Pleasantville
New York
10570

YEAR PUBLISHED 1972 COST $ 59.50 Records
69.50 Cassettes

TYPE OF MATERIAL:
This is an audiovisual kit on self-awareness consisting of five filmstrips, one tape and a teacher's guide. "Kindle I - Who Am I" and "Kindle II - How Do I Learn" are available for the same price but were not reviewed.

BRIEF DESCRIPTION OF MATERIAL:
The material deals with self awareness and values.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 35/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 10/15
Some of the filmstrip pictures were not pertinent. The filmstrips were slow to make their points.

APPROPRIATENESS: 9/15

VERBAL AND VISUAL FLUENCY: 8/15

USEFULNESS AND VERSATILITY: 8/15

The material cannot be used by the children alone because all the stories for the five filmstrips are on the same tape and it is difficult to locate the proper story. With teacher direction, the material can be used in large or small groups for discussion.

ADDITIONAL COMMENTS:

One of the four reviewing teachers felt that the filmstrips were very cluttered and that photographs would have been more useful.

TITLE | A CITY IS MANY THINGS SERIES

CE

Grades K-1

PUBLISHER | Highsmith Company, Inc.
Fort Atkinson
Wisconsin
53538

YEAR PUBLISHED 1966 COST $ _____

TYPE OF MATERIAL:
Two filmstrips.

BRIEF DESCRIPTION OF MATERIAL:
The two filmstrips are titled, "A City is People at Work" and "A City is Services". The picture frames contain a few short sentences.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The pictures are up-to-date and realistic.

APPROPRIATENESS: 14/15
The pictures themselves are effective without many words needed.

VERBAL AND VISUAL FLUENCY: 13/15
The pictures can be used effectively without even reading the words. The filmstrip enhances classroom discussions as it can be stopped at various places.

USEFULNESS AND VERSATILITY: 12/15

The filmstrips are usable in both individual and group situations. Although the material is about the city, it is also applicable to smaller towns. The material could be used by kindergarten through third grade students, as well as certain subject areas (for instance, art).

ADDITIONAL COMMENTS:

One of the four reviewing teachers mentioned that the filmstrips are open ended, allowing for creativity and much dialogue on the part of students.

TITLE: DUSO KIT D-1: DEVELOPING UNDERSTANDING OF SELF AND OTHERS
Don Dinkmeyer

CE

Grades K-1

PUBLISHER: American Guidance Service, Inc.
Circle Pines
Minnesota
55014

YEAR PUBLISHED 1970 COST $ 104.00 Records or Cassettes

TYPE OF MATERIAL:
This kit consists of a manual, 2 story books, 33 posters with easel, 21 records or 5 cassettes, 6 hand puppets, 11 puppet props, 2 character puppets, 33 puppet activity cards, 5 group discussion cards and 33 role playing activity cards.

BRIEF DESCRIPTION OF MATERIAL:
This kit deals primarily with the development of self awareness and getting along with others.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material is free of bias, portraying members of various groups in all kinds of roles (e.g., women firemen, black druggists, Indian girlfriend, etc.)

ACCURACY: 14/15
The material is objective and accurate. The children will be able to relate to the stories easily and the format facilitates participation in discussion.

APPROPRIATENESS: 14/15
No reading skills are necessary on the part of the children, which contributes to the appropriateness of the material for use with Kindergarten and lower level primary children. The pictures and activities are geared to be very interesting and stimulating to this age group. It initiates questioning on the part of the children.

VERBAL AND VISUAL FLUENCY: 14/15

The stories are appealing and the pictures are colorful. Animals take on human characteristics and are involved in amusing predicaments. The children enjoy the use of puppets and working with the puppets. The materials provide an overall pleasant learning situation.

USEFULNESS AND VERSATILITY: 14/15

Because of the variety of techniques used to accomplish the specific purpose, this kit lends itself to all kinds of teaching situations. It may easily be used with children at varying levels of maturity, and with groups with various socio-economic backgrounds and learning styles.

TITLE EXPERIENTIAL DEVELOPMENT PROGRAM

Muriel Stanek and Frances Munson

CE

Grades K-1

PUBLISHER Benefic Press
Chicago
Illinois

YEAR PUBLISHED 1966 COST $ 19.20 each program.

TYPE OF MATERIAL:

The material consists of a large, very durable book of pictures, 17 pages in length, with a spiral binding. The item reviewed (Part C) is one of a set of three programs that focus upon self, family and others; they are available separately.

BRIEF DESCRIPTION OF MATERIAL:

The program suggests books, songs, art and craft work, field trips, etc., for three levels of children (or ability groups) in each lesson presented. The available programs are: "Part A, All About You", "Part B, You and Your Family", "Part C, You and Others".

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable

A traditional approach is taken in the portrayal of sex and job roles. The cartoon style drawings show blue, green and purple people, which may be a subtle attempt to suggest racial differences.

ACCURACY: 10/15

The content in regard to workers and their jobs is accurate, but the material is out-dated in terms of women and minority groups. The program is very broad, but not particularly detailed in depth. The teacher could build on it.

APPROPRIATENESS: 13/15

The discussion pictures can be easily understood by the target population, and the program activities are geared to three levels of ability.

VERBAL AND VISUAL FLUENCY: 13/15

The material is appealing to small children, because the pictures are colorful and clear, and capable of stimulating discussion.

USEFULNESS AND VERSATILITY: 12/15

A variety of program activities, stories and songs are suggested which may be used individually or in groups and with children at varying levels of maturity. The material reflects middle class standards, which may be a limitation with some groups.

TITLE: CAREER KITS FOR KIDS: NELLIE THE NURSE

Marvin D. English

CE

Grades K-1

PUBLISHER: Encyclopaedia Brittanica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois
60611

YEAR PUBLISHED 1974 COST $ 28.50 Each
160.00 Series

TYPE OF MATERIAL:
Each kit consists of a filmstrip and tape cassette, ditto masters, poster, replica of worker's hat, and a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
Nellie the Nurse was reviewed. Other titles in the series are:
Rusty the Construction Worker
Freddy the Fireman
Maxi the Taxi Driver
Larry the Letter Carrier
Barney the Baker

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 56/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Both male and female doctors are shown, but no male nurses.

ACCURACY: 14/15
The material was sufficiently detailed for early primary children. The daily routine of a nurse was described accurately.

APPROPRIATENESS: 14/15

The language is easy to understand. The tasks are explained carefully and fully. Nice handling of the subject matter for children at the K-1 level.

VERBAL AND VISUAL FLUENCY: 14/15

The material is colorful, pleasing in design and well laid out. The pictures are large, clear and easy-to-follow. The language and visual material are well coordinated.

USEFULNESS AND VERSATILITY: 14/15

The material may be easily adapted to many different and varied situation. The hat might be difficult to store but worth the effort for this age group.

TITLE MOTHERS DO MANY KINDS OF WORK

CE

Grades K-1

PUBLISHER Scott Foresman Company
99 Bauer Drive
Oakland, New Jersey
07436

YEAR PUBLISHED 1974 COST $ Free

TYPE OF MATERIAL:
This is a color poster which deals with career education.

BRIEF DESCRIPTION OF MATERIAL:
This poster is an illustration from the New Open Highways Program for primary grades by Scott Foresman. It shows mothers doing a variety of jobs and folds for easy storage.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 55/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The poster shows new and up-to-date jobs that women can perform. A woman is shown working on an assembly line and a woman is shown as a veterinarian. The amount of detail is limited by the fact that it is a poster and in some cases the teacher needs to explain what the woman is doing in the picture.

APPROPRIATENESS: 14/15
The pictures themselves are not self-explanatory at this level. The teacher needs to explain some of the jobs - like the architect.

VERBAL AND VISUAL FLUENCY: 13/15

The poster is colorful and attractive and can lead to good discussion with the teacher explaining some of the roles of the women.

USEFULNESS AND VERSATILITY: 15/15

The poster can be used in many ways and the fact that it's free makes it worth sending for.

ADDITIONAL COMMENTS:

This could be used at other grade levels. One of the three reviewing teachers mentioned that the children might become confused and think a woman had to be a "mother" to fulfill the jobs on the poster.

TITLE A COMMUNITY

CE

Grades K-1

PUBLISHER See-Saw Book Club
Div. of Scholastic Magazines
50 West 44th Street
New York, New York 10036

YEAR PUBLISHED 1973 COST $ Free

TYPE OF MATERIAL:
This is a poster which deals with career education.

BRIEF DESCRIPTION OF MATERIAL:
This poster is a dividend from the See-Saw Book Club which can be obtained without subscribing to the book club. It shows a layout of a village or neighborhood with buildings which can be cut out and placed on the poster.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The amount of material to be placed on the poster gives an accurate picture of a community. The buildings are not modern looking.

APPROPRIATENESS: 13/15
The material is easy for a child at this level to understand.

VERBAL AND VISUAL FLUENCY: 14/15
The pictures are colorful and sharp. The words are small but clearly printed. The material is stimulating and self-directing.

USEFULNESS AND VERSATILITY: 12/15

The material is geared to the rural or suburban child. The poster itself is made of thin paper and would need to be reinforced so it wouldn't tear along the folds. It can only be used once if you attach the stickers of the buildings to the poster.

ADDITIONAL COMMENTS:

The material could be used in second and third grade social studies.

TITLE FOCUS ON SELF DEVELOPMENT STAGE ONE: AWARENESS

CE

Grades K-1

PUBLISHER
Science Research Associates
Div. of IBM, College Division
1540 Page Mill Road
Palo Alto, California 94304

YEAR PUBLISHED 1970 COST $ 119.00

TYPE OF MATERIAL:
Set of audiovisual and printed material - 5 filmstrips with 5 records, 4 separate records, 20 picture posters, 1 workbook and 1 teacher's guide. Items may be purchased separately.

BRIEF DESCRIPTION OF MATERIAL:
Filmstrips and accompanying records are titled, "The Magic Glasses", "The Parade", "Sometimes I Wonder", Judy's Ups and Downs". The extra 4 records contain supplemental music to enhance the filmstrips and the posters supplement the whole program.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 51/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
Objective, timely, complete.

APPROPRIATENESS: 13/15

VERBAL AND VISUAL FLUENCY: 13/15
Promotes excellent group discussions.

USEFULNESS AND VERSATILITY: 11/15

Posters are poorly organized, being numbered on front and back. Packaging is awkward in that the posters are placed on top and are difficult to remove. The material could be used for creative writing tasks by older children.

ADDITIONAL COMMENTS:

Two out of the four teachers who reviewed the material stressed its excellence for group discussions.

TITLE SINGER SVE PICTURE STORY STUDY PRINTS

CE

Grades K-1

PUBLISHER Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1965 COST $ 9.00 per set

TYPE OF MATERIAL:
There are 12 different sets of study prints, with 8 prints in each set. The prints explain city workers.

BRIEF DESCRIPTION OF MATERIAL:
Each set contains large, colorful, sequential photographs, with instructions to the teacher on the back of each one. The titles of the sets (each containing 8 prints) are:
"Police Department Helpers"
"Fire Department Helpers"
"Postal Helpers"
"Dairy Helpers"
"Supermarket Helpers"
"Hospital Helpers"
"Neighborhood Friends and Helpers"
"Keeping the City Clean and Beautiful"
"How People Travel in the City"
"Moving Goods for People in the City".

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There is some evidence of sex/role stereotyping as well as some racial discrimination.

ACCURACY: 12/15

The pictures could be updated with regard to sex, clothing, prices and portrayal of job roles.

APPROPRIATENESS: 13/15

Some modern equipment, like fire houses and trucks, may not be appropriate for rural school students.

VERBAL AND VISUAL FLUENCY: 13/15

USEFULNESS AND VERSATILITY: 12/15

Can be used for classroom discussion, bulletin boards, as well as being appropriate for other grade levels and integration with specific subject areas.

ADDITIONAL COMMENTS:

All of the five reviewing teachers commented upon the sex/role discrimination. One teacher felt that the excellent rating was too strong to describe the material.

TITLE MOTHERS CAN DO ANYTHING

Joe Lasher

CE

Grades K-1

PUBLISHER Albert Whitman and Company
Chicago
Illinois

YEAR PUBLISHED 1972 COST $ 3.95

TYPE OF MATERIAL:
Mothers Can Do Anything is a picture story book.

BRIEF DESCRIPTION OF MATERIAL:
The book depicts mothers in various jobs and careers. It is written in rhyme with colorful, interesting and up-to-date pictures.

READABILITY GRADE LEVEL:
Not Applicable.
The sentence structure is simple, but the vocabulary is difficult. The book is good when read aloud to students. Some students may pick up words from context, but a reading formula would not indicate this.

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Women of differing ages and races are shown.

ACCURACY: 15/15
Objective, timely, and complete.

APPROPRIATENESS: 13/15

VERBAL AND VISUAL FLUENCY: 14/15
Appealing, well organized, interesting

USEFULNESS AND VERSATILITY: 12/15

The book would also be good for grades 2 and 3.

ADDITIONAL COMMENTS:

The reviewing teachers recommended this as a good book to be purchased by their own school.

TITLE CAREER KALEIDOSCOPE

CE

Grades K-1

PUBLISHER January Productions
Fairlawn
New Jersey

YEAR PUBLISHED 1973 COST $ 65.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of 5 filmstrips, 5 tapes and a teacher's guide. The material deals with different careers.

BRIEF DESCRIPTION OF MATERIAL:
The titles of the filmstrips are, "All Around the Shopping Mall", "Check In, Check Up", "In TV You Could Be", "One For All at City Hall", and "Up, Up, and Away". The filmstrips are narrated in rhyme.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 22/60

SUMMARY OF RATINGS:
BIAS: Unacceptable
There is sex/role stereotyping.

ACCURACY: 8/15

APPROPRIATENESS: 5/15
The narration was too fast.

VERBAL AND VISUAL FLUENCY: 4/15
The rhyming is trite and nonsensical and the pictures are poor.

USEFULNESS AND VERSATILITY: 5/15
The packaging is poor.

ADDITIONAL COMMENTS:
The triteness of the rhyming overshadows the message of the filmstrips.

TITLE FIVE FAMILIES

CE

Grades K-1

PUBLISHER Scholastic Book Services
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1972 COST $ 59.50

TYPE OF MATERIAL:
This is an audiovisual kit containing 5 filmstrips, 1 tape, 1 poster and a teacher's guide. Records may be purchased in place of the tape.

BRIEF DESCRIPTION OF MATERIAL:
The kit helps children become aware of other cultures by introducing them to five different families.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
Uses actual photographs in the filmstrips.

APPROPRIATENESS: 14/15
The language is clear to kindergarten children.

VERBAL AND VISUAL FLUENCY: 13/15

USEFULNESS AND VERSATILITY: 13/15
The reviewing teachers recommended the use of records rather than the tapes because it was difficult to find the subject you were looking for on the tapes.

ADDITIONAL COMMENTS:

One reviewing teacher commented that this kit contains one of the few modern visuals on American Indians. Even though the people are portrayed as people in a family, their traditions and cultures are strongly emphasized. The material could be used at second and third grade levels to introduce the children to specific cultures.

TITLE PUBLIC SERVICE CAREER AWARENESS SET

CE

Grades K-1

PUBLISHER Ideal School Supply Company
Oak Lawn
Illinois
60453

YEAR PUBLISHED 1975 COST $ 30.00

TYPE OF MATERIAL:
This is an audiovisual kit dealing with career awareness. It consists of 6 filmstrips, 2 cassette tapes and a teacher's guide (not very detailed).

BRIEF DESCRIPTION OF MATERIAL:
The six filmstrips are titled, "City Worker", "Mail Carrier", "Fire Fighter", "Police Officer", "Park Ranger" and "Teacher". There are background noises that go along with each filmstrip and separate narratives for kindergarten, first, second, and third grades.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 32/60

SUMMARY OF RATINGS:
BIAS: Acceptable
All five reviewing teachers mentioned that there is some sex/role stereotyping in the filmstrips.

ACCURACY: 9/15

APPROPRIATENESS: 7/15
The material is not imaginative.

VERBAL AND VISUAL FLUENCY: 7/15
The pictures are not effective and the narrative on the kindergarten level is dull and boring.

USEFULNESS AND VERSATILITY: 9/15

The material is inexpensive and packaged very well. The tapes are set up well and it is easier to find the location you want than on most tapes. The one kit is designed to serve kindergarten through third grade.

ADDITIONAL COMMENTS:

All five reviewing teachers cited the fact that the kit is designed to serve such a wide population as one of its weak points. By trying to do too much, its effectiveness is decreased, especially at the kindergarten level where the dialogue is trite and the pictures are uninteresting.

TITLE | I CAN: UNIT II

CE

Grades K-1

PUBLISHER | Scholastic Book Service
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1973 COST $ 105.50 Unit I and II (Cassettes)
89.50 Unit I and II (Records)

TYPE OF MATERIAL:
A unit containing 4 filmstrips, 4 cassettes (or records), 4 posters and a teacher's guide; only Unit II was examined.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrips are taken in an open classroom accompanied by the dialogue of children cooperatively at work creating things and engaged in problem solving. The kit aims at developing self awareness.

READABILITY GRADE LEVEL:
Not applicable

OVERALL RATING:
EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material was considered free of bias by all raters. A multi-ethnic, multi-racial classroom was shown with girls and boys doing the same jobs.

ACCURACY: 15/15
The material was accurate and timely and clearly presented. The children narrated much of the material which consisted of their own thoughts and ideas. The content will be easily understood by other children.

APPROPRIATENESS: 15/15

The technique of presenting material by using children the age of the target population contributes greatly to the success of the filmstrips and tapes. The children did not seem aware of the filming. Their language and actions are very "true-to-life". The content was self awareness, and no one could present the material more effectively than the children themselves.

VERBAL AND VISUAL FLUENCY: 15/15

The material is well-organized, appealing and stimulating.

USEFULNESS AND VERSATILITY: 14/15

Durably packaged to withstand heavy usage. Can be used in a variety of situations to meet the needs of many children of this age group. A very adaptable piece of material.

TITLE I CAN, COMPETE AND CARE

John M. Franco

CE

Grades 2-3

PUBLISHER American Book Company
Litton Educational Publishing, Inc.
New York
New York

YEAR PUBLISHED 1970 COST $ _____

TYPE OF MATERIAL:

The material consists of five units each with five books and a teacher's guide at varying difficulty levels. The teachers' reviewed the five books and teacher's guide for Level C (Grade 3). The books deal with self awareness.

BRIEF DESCRIPTION OF MATERIAL:

The material consists of a program based on the psychological theories of self concept improvement and motivation. There are five units. Each unit has a teacher's guide and the children have five books each. There are levels for each grade, K-6. Each grade would need to order a guide and 5 books for each child.

READABILITY GRADE LEVEL:

Spache 3.0

OVERALL RATING:

EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although many ages, races and ethnic backgrounds are represented, the valued displayed are white middle class values. One of the three reviewing teachers stated the material was unacceptable in terms of bias.

ACCURACY: 13/15

The stories deal with real problems that children have. The situations depicted occur mainly in cities, but would have relevance to other children. In the stories, all the children had their own bedrooms, all the homes were neat and clean. This does not reflect home situations accurately.

APPROPRIATENESS: 13/15

The material is especially appropriate for the third grade urbanite.

VERBAL AND VISUAL FLUENCY: 13/15

Reading the material could be difficult for many of the children for whom the stories are intended.

USEFULNESS AND VERSATILITY: 10/15

The material may be used as a text to teach self awareness or as a reading instruction text since there are comprehension questions and questions which relate the concept covered to the child at the end of each story. The material must be used in a teacher directed situation because it is strictly reading material. It would be more versatile if the narrations were taped.

ADDITIONAL COMMENTS:

One of the three reviewing teachers felt that the material did not merit such a high rating because of the need for the teacher to direct all the activities. Since the exact cost was not known, teachers felt that this might also influence the rating if it were unusually expensive.

TITLE I WANT TO BE Series

Eugene Baker

CE

Grades 2-3

PUBLISHER Children's Press
1224 West VanBuren Street
Chicago, Illinois
60607

YEAR PUBLISHED 1969-72 COST $ 3.38 Each

TYPE OF MATERIAL:

A series of 47 hardcover books of approximately 30 pages each, packaged in a cardboard container for library display. Books are available separately, by group of occupations, or as a complete set.

BRIEF DESCRIPTION OF MATERIAL:

These books describe how each job had a need for its creation and how each character chose his/her job. Sample titles deal with the jobs of Bank Teller, Computer Operator, Jeweler, Sales Clerk, Service Station Attendant, Waitress, etc.

READABILITY GRADE LEVEL:

Frye 3.5

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although this set of books is relatively free from bias, the characters portrayed (from waitress to service station attendant) are typical of older defined sex-roles.

ACCURACY: 12/15

Information seems up-to-date although published five years ago, ex. "Computer Operator" book: content is clear and complete, but does tend to emphasize only the positive aspects of a job. All stories stress another goal each character has in terms of advancement and training...a very progressive approach.

APPROPRIATENESS: 11/15

Visuals are appropriate for this age group, but some of the vocabulary used might be a little difficult. Content is important because it emphasizes the personality types and skills necessary to fulfill job requirements.

VERBAL AND VISUAL FLUENCY: 12/15

Generally logical sequence of ideas although one teacher felt that there was too much detail. The material is very attractive.

USEFULNESS AND VERSATILITY: 12/15

Slow learners and less mature students might have difficulty with this material. Textbook format is versatile but less useful than materials which allow for active psychomotor participation on the part of the learner.

TITLE WHEN I GROW UP I WANT TO BE: NO. 171

CE

Grades 2-3

PUBLISHER Instructo
Paoli
Pennsylvania

YEAR PUBLISHED 1970 COST $ 7.95

TYPE OF MATERIAL:
This is a set of felt models and a flannel board which are used to teach career awareness.

BRIEF DESCRIPTION OF MATERIAL:
The material consists of two light beige felt adult figures - one male and one female. Felt clothes are provided to depict varied occupations. There are also tools for the various occupations and accessory pieces provided.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 32/60

SUMMARY OF RATINGS:
BIAS: Unacceptable
The clothing is not interchangeable between the male and female figures so that definite occupations are assigned to each figure. There are no minority figures. One of the three reviewing teachers felt that the bias could be "gotten around in most cases".

ACCURACY: 7/15
The bias of the material makes its presentation inaccurate.

APPROPRIATENESS: 8/15

The material seems appropriate only as a free play activity in the second grade unit of Community Helpers. It would be most appropriate for white middle class students.

VERBAL AND VISUAL FLUENCY: 9/15

The colors of the clothing, tools and accessories are not at all stimulating. While the kit is designed to allow the children to role play various careers, the bias tends to influence them to role play only the careers shown by their own sex's doll.

USEFULNESS AND VERSATILITY: 8/15

The material as it is is not very versatile and leads to stereotyped play. The teacher could extend its value by having the children make clothes for the figures, making the figures fit into a bulletin board theme, etc.

ADDITIONAL COMMENTS:

The material might be useful if children played with it on their own in a free play situation or if the children were from a white, middle class community.

TITLE: FOCUS ON SELF-DEVELOPMENT: STAGE 2 RESPONDING

J.L. Anderson & P. Miner

CE

Grades 2-3

PUBLISHER: Science Research Associates
Subs. of IBM, College Division
1540 Page Mill Road
Palo Alto, California 94304

YEAR PUBLISHED 1971 COST $ 133.00 Records
149.00 Cassettes

TYPE OF MATERIAL:

This is an audiovisual kit containing 6 filmstrips, 7 records (tapes also available), workbooks, photo-boards, (20 boards with 40 pictures), and a teacher's guide. The theme of the kit is self-awareness

BRIEF DESCRIPTION OF MATERIAL:

The kit contains nineteen focus units. Six deal with the personal self, three with environmental influences and eight with the social self. Each unit is devoted to a particular concept. It is intended that the teacher use the theme activity to introduce, ask questions to extend or clarify and then use suggested activities in the teacher's guide for enrichment.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The kit was found to be free of bias.

ACCURACY: 15/15
Objective, timely, and complete

APPROPRIATENESS: 15/15
Suitable for Grades 2-3 and important for use.

VERBAL AND VISUAL FLUENCY: 15/15

The filmstrips and photographs would lead to valuable group discussions.

USEFULNESS AND VERSATILITY: 14/15

The initial activities must be teacher directed. The workbooks don't require correction. The cost of the material warrants sharing it with several teachers or a grade level.

ADDITIONAL COMMENTS:

The kit is versatile in that it can be used in parts rather than its entirety. It also can be used to stimulate activities such as creative writing.

TITLE YOU GOT MAD ARE YOU GLAD

CE

Grades 2-3

PUBLISHER Guidance Associates
Pleasantville
New York
10570

YEAR PUBLISHED 1970 COST $ 18.00 Record
20.00 Cassette

TYPE OF MATERIAL:
This is an audiovisual kit consisting of two filmstrips and either a cassette or a record. The material deals with self-awareness and guidance.

BRIEF DESCRIPTION OF MATERIAL:
The two filmstrips and cassette/record show children playing and ending up in an argument. The argument is interrupted by an adult who makes value statements which lead to a discussion of anger and alternative ways of dealing with hostility.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The material is accurate in terms of the situation in which anger results.

APPROPRIATENESS: 11/15
While it deals with self-awareness, it seems more appropriate to the field of guidance. It would appeal to urban children.

VERBAL AND VISUAL FLUENCY: 12/15

It was difficult to synchronize the record and the filmstrip. The children's answers seemed too simplistic.

USEFULNESS AND VERSATILITY: 12/15

ADDITIONAL COMMENTS:

Two of the three reviewing teachers commented that the material is not impartial because it has an adult making the value statements and leading the children into a discussion.

TITLE MARTHA ANN AND THE MOTHER STORE

Nathaniel and Betty Jo Charnley

CE

Grades 2-3

PUBLISHER Harcourt, Brace Jovanovich, Inc.
Guidance Associates
Pleasantville, New York
10570

YEAR PUBLISHED 1973 COST $ 4.95

TYPE OF MATERIAL:

This is a 28 page book dealing with self-awareness and guidance.

BRIEF DESCRIPTION OF MATERIAL:

This is a trade book which treats a child's rebellion against her mother's discipline in a fantasy-type story. Martha trades her mother in at the mother store and goes through a succession of other mothers, trading each one in because something about her doesn't please Martha. At the end of the story she realizes how valuable her own mother is and also realizes her own need for discipline, structure and organization.

READABILITY GRADE LEVEL:

Spache 2.7

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 13/15

It's difficult to apply accuracy to fantasy; however children will identify with Martha and her feelings.

APPROPRIATENESS: 14/15

Easy to understand; an important topic.

VERBAL AND VISUAL FLUENCY: 12/15

The illustrations are amusing. It is a read-to book on the K-2 level.

USEFULNESS AND VERSATILITY: 12/15

Children up to sixth grade would read the book and enjoy it.

TITLE: BUSY OFFICE, BUSY PEOPLE (COMMUNITY HELPER SERIES)
Jene Barr

CE

Grades 2-3

PUBLISHER: Albert Whitman and Company
Chicago
Illinois

YEAR PUBLISHED 1968 COST $ 3.25

TYPE OF MATERIAL:
This is a 28 page book dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
This is a book about office workers.

READABILITY GRADE LEVEL:
Spache 3.6
Dale-Chall 4.8

OVERALL RATING:
UNACCEPTABLE 32/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
The bosses were all men and the secretaries, typists and file clerks were all women. Almost all the workers were young and white.

ACCURACY: 9/15
Probably pictures office life as it really is but sex-role bias makes this undesirable.

APPROPRIATENESS: 8/15
The pictures were dull and unstimulating. Some of the concepts, such as shorthand writing, taking notes, a copier machine, bills and book-keeping may be unknown to the children.

VERBAL AND VISUAL FLUENCY: 8/15
The pictures are not colorful and the vocabulary is difficult. The illustrations are in black and white.

USEFULNESS AND VERSATILITY: 7/15

The material does not maintain the interest of second and third graders.

ADDITIONAL COMMENTS:

Two of the three reviewing teachers thought that the bias shown in the material should make it unuseable in the classroom.

TITLE: WHAT HAPPENS WHEN YOU MAIL A LETTER

Arthur Shay

CE

Grades 2-3

PUBLISHER: Reilly and Lee Company
Chicago
Illinois

YEAR PUBLISHED 1967 COST $ 4.50

TYPE OF MATERIAL:
Hard-covered library book of 26 pages.

BRIEF DESCRIPTION OF MATERIAL:
This is a large book with black and white photographs which describes the process that a letter goes through from the time it is mailed until it is delivered.

READABILITY GRADE LEVEL:
Frye 2.8

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Roles in the post office are shown being done by both men and women as well as older and younger workers.

ACCURACY: 9/15
Publication date lead reviewing teachers to question its accuracy in current operations. Content is somewhat vague in spots.

APPROPRIATENESS: 9/15
Appears to meet simplified career information objectives. A little too "cutesy" for presenting information.

VERBAL AND VISUAL FLUENCY: 10/15

Becomes confusing when intracacies of handling a letter within post office are discussed but otherwise fairly clear. Could be more informative pictorially.

USEFULNESS AND VERSATILITY: 11/15

A good introduction to the world of work and probably good for satisfying curiosity caused by the title.

TITLE LUCKY LITTLE PEOPLE: CAREER POSTERS AND FINGER PUPPETS
A. Braboff

CE

Grades 2-3

PUBLISHER Scholastic Book Club
900 Sylvan Avenue
Englewood Cliffs, New Jersey
07632

YEAR PUBLISHED 1974 COST $ 1.00

TYPE OF MATERIAL:
A set of 47 colorful cardboard figures measuring about 10" square, packaged in plastic.

BRIEF DESCRIPTION OF MATERIAL:
The 47 cardboard figures, each representing a different career, are accompanied by 3 pages of suggestions for using the puppets with students in the classroom.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 55/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Excellent portrayal of women in professions.

ACCURACY: 14/15
Accurate and current information presented in sufficient detail.

APPROPRIATENESS: 13/15
The level of difficulty is appropriate for the target population. The visuals and the vocabulary are easy to understand.

VERBAL AND VISUAL FLUENCY: 14/15
Clever design, appealing visually, "fun" oriented.

USEFULNESS AND VERSATILITY: 14/15

Could be used with younger children as well, but would also be enjoyable for primary children beyond third grade level. Very inexpensive and easy to use in a variety of situations.

ADDITIONAL COMMENTS:

Teacher giving the material the highest rating had actually used it in the classroom.

TITLE | I AM

Sonia Lisker

CE

Grades 2-3

PUBLISHER | Hastings Publishing Company
1425 Walnut Street
Philadelphia, Pennsylvania
19102

YEAR PUBLISHED 1973 COST $ 3.95

with Library Binding

TYPE OF MATERIAL:
Soft cover book with 28 pages; also available with library binding.

BRIEF DESCRIPTION OF MATERIAL:
Several jobs are described and discussed.

READABILITY GRADE LEVEL:
Frye 1

OVERALL RATING:
UNACCEPTABLE 34/60

SUMMARY OF RATINGS:

BIAS: Acceptable
No bias of any kind was detected.

ACCURACY: 9/15
Two of the three reviewing teachers felt that the book was confusing due to attempts at humor that are too sophisticated for the target population. The third teacher though the content was treated in a currently accepted manner.

APPROPRIATENESS: 8/15
Two of the three teachers considered the content very low in appropriateness for the target group due to the vague and overly sophisticated presentation which is expected to confuse, rather than enlighten, students regarding career awareness and the dignity of the jobs included.

VERBAL AND VISUAL FLUENCY: 7/15

The presentation is lacking in attractiveness and the design is cluttered because of side comments in small print.

USEFULNESS AND VERSATILITY: 10/15

The material may be useful for a group of students who are more mature.

TITLE | CAREER AWARENESS: A PRIMARY INTRODUCTION TO CAREER EDUCATION

CE

Grades 2-3

PUBLISHER | Society for Visual Education
1345 Diversay Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1974 COST $ 94.50

TYPE OF MATERIAL:
Five filmstrips with five cassette tapes, coordinating student activity dittos and teacher's manual.

BRIEF DESCRIPTION OF MATERIAL:
The content centers about jobs in a factor and the concept of making choices.

READABILITY GRADE LEVEL:
Frye. Primary to 4 on dittos.

OVERALL RATING:
UNACCEPTABLE 34/60

SUMMARY OF RATINGS:

BIAS: Acceptable
One of the three reviewing teachers noted sex/role stereotyping in the depiction of women only in very traditional roles, such as housewife, teacher, secretary.

ACCURACY: 10/15
Material accurate as far as it goes, but coverage often incomplete and sometimes vague.

APPROPRIATENESS: 8/15
Two of the three teachers found the content and approach overly simple for the target population.

VERBAL AND VISUAL FLUENCY: 9/15

One teacher found the presentation dull and repetitive and another teacher noted that the levels varied greatly between the audio-visual presentation and the workbook activities, which were poorly coordinated with one another.

USEFULNESS AND VERSATILITY: 7/15

Audio-visuals suitable for immature children, but worksheets range from simple skill activities to difficult, advanced activities. Much more useful material is available.

TITLE COME TO WORK WITH US SERIES

Jean and Ned Wilkinson

CE

Grades 2-3

PUBLISHER Sextant Systems
Milwaukee
Wisconsin

YEAR PUBLISHED 1971 COST $ 4.50 Each

TYPE OF MATERIAL:

This material consists of a series of 12 books, each with about 40 pages, dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:

Each book deals with a particular industry or service. It describes a great many of the jobs within the business in simple, 4 line rhyming patterns. The photographs are colorful and the cartoons are amusing. The teachers reviewed these titles: "Come to Work With Us in a Dairy", "Come to Work With Us in a Hotel", "Come to Work With Us in a Toy Factory", and "Come to Work With Us in a Hospital".

READABILITY GRADE LEVEL:

Spache 3.0-3.7

OVERALL RATING:

EXCELLENT 55/60

SUMMARY OF RATINGS:

BIAS: Acceptable

While each book may not include many ethnic backgrounds, the overall series does.

ACCURACY: 14/15

The photographs are up to date. The job descriptions are current and are treated impartially.

APPROPRIATENESS: 15/15

The rhyme format is simple for the children to understand. Some of the photographs actually show children in the factory, which is appealing.

VERBAL AND VISUAL FLUENCY: 14/15

While the format is easy to understand, the verbal and visual presentation is effective.

USEFULNESS AND VERSATILITY: 12/15

The book can stimulate discussion after children have read it. It is a good book for recreational reading for children.

TITLE MOTHERS CAN DO ANYTHING

Joe Lasher

CE

Grades 2-3

PUBLISHER Albert Whitman and Company
Chicago
Illinois

YEAR PUBLISHED 1972 COST $ 3.95

TYPE OF MATERIAL:
This is a 35 page book dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
This is a colorful book of careers a mother can pursue. It is attractive and looks simple but contains many underlying concepts which can be developed through discussion.

READABILITY GRADE LEVEL:
Good book to read aloud. Formula is not valid because the book has very simple sentence structure but difficult vocabulary. Some children would get words from the pictures.

OVERALL RATING:
EXCELLENT 59/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
The book represents a long term goal for women that may be reached when the children have grown up. It does not show the present situation.

APPROPRIATENESS: 15/15
One of the three reviewing teachers felt the book was more appropriate at the K-1 level as a book the teacher read to the children. This teacher felt it was a difficult book for children at the 2-3 level to read themselves.

VERBAL AND VISUAL FLUENCY: 15/15
The book stimulates lively discussions.

USEFULNESS AND VERSATILITY: 15/15

TITLE: ON THE BEAT - POLICEMEN AT WORK

Barry Robinson and Martin J. Dain

CE

Grades 2-3

PUBLISHER: Harcourt, Brace and World, Inc.
Guidance Associates
Pleasantville, N.Y.
10570

YEAR PUBLISHED 1968 COST $ 4.50

TYPE OF MATERIAL:
Hardcover reference book, 44 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
The book describes what is involved in the occupation of policemen. Black and white photographs are included, showing actual situations involving policemen at work.

READABILITY GRADE LEVEL:
Frye 2.9

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material is free of bias, but is limited to portraying men in police work. However, women police officers at work in the community were probably very rare at the time of publication.

ACCURACY: 12/15
The information presented is clear and complete. It is up-to-date except in one respect--the omission of the roles women play in the police department.

APPROPRIATENESS: 13/15

The material is objective, thorough and clear. Two of three teachers thought that the language usage may be difficult for some second and third grade students, but one teacher thought that it would be easily handled on the second and third grade level, either independently or in a group. Although the reading level may be difficult for some children at this level, the pictures tell the story well.

VERBAL AND VISUAL FLUENCY: 12/15

The design and ideas are well presented. One teacher questioned whether the black and white photographs would communicate their intent well enough to hold the interest of some of the children.

USEFULNESS AND VERSATILITY: 10/15

The book can be used with second and third grade children at various levels of maturity if it is presented appropriately. The level of difficulty of the vocabulary will prevent some children from being able to handle the material independently.

ADDITIONAL COMMENTS:

Might be more appropriate for higher grades.

TITLE THE HOLE THAT GREW

CE

Grades 2-3

PUBLISHER Media Plus, Inc.
60 Riverside Drive
New York, New York
10024

YEAR PUBLISHED 1969 COST $ 20.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of a filmstrip, a record, 2 poster pictures and a teacher's guide. The material deals with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
The Hole That Grew is a record/filmstrip combination which tells the story, in rhyme, of how an extension to New York's 6th Avenue Independent Subway Line was built. It incorporates some of the men and machinery involved.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There are no women shown on the construction site, but this reflects the situation in the publication year of 1969.

ACCURACY: 11/15
The filmstrip uses actual photographs taken on the job site.

APPROPRIATENESS: 10/15
The record moved too fast for the children to understand, especially since some of the words were "hip" and slang and not easy to catch.

VERBAL AND VISUAL FLUENCY: 10/15

The record and filmstrip were not clearly synchronized. The pictures moved too quickly. The rhyming music was clever, but too complicated - too "jazzy" to be easily followed by the children.

USEFULNESS AND VERSATILITY: 8/15

The packaging was poor and items might get lost.

ADDITIONAL COMMENTS:

The material needs a more mature audience; publisher states that it is appropriate for grades 3-8.

TITLE WORLD OF WORKERS

Ira M. Bank

CE

Grades 2-3

PUBLISHER Chronicle Guidance Publications, Inc.
Moravia
New York
13118

YEAR PUBLISHED 1973 COST $ 1.00

TYPE OF MATERIAL:
A 49-page workbook containing pictures, poems, and puzzles. Price decreases when purchased in quantity.

BRIEF DESCRIPTION OF MATERIAL:
Games and activities are designed to supplement regular classroom presentation as an introduction to occupations.

READABILITY GRADE LEVEL:
Frye 3.2

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The author has definitely made an effort to present a variety of jobs in an unbiased manner and to use some anti-sex role stereotyping in pictures.

ACCURACY: 12/15
Good general overview of the 36 occupations which appear up-to-date and accurate.

APPROPRIATENESS: 10/15
Language used appears somewhat difficult for this age group. An important idea is presented in a realistic manner for students.

VERBAL AND VISUAL FLUENCY: 12/15
Material is well done and would be fun for kids to complete. May lack great appeal because all pictures are black and white.

USEFULNESS AND VERSATILITY: 11/15

Material is adaptable to various classroom format. Reasonable price for workbook, however each child would need own copy and it is not re-useable.

ADDITIONAL COMMENTS:

While publisher states that material is suitable for Grade 2 and above, teachers saw some difficulty in its use at any level. Language is more appropriate for Grades 4-6, but format may seem too simplistic and childish for that age group.

TITLE COMMUNITY CAREERING

Ira M. Banks

CE

Grades 2-3

PUBLISHER Chronicle Guidance Publications, Inc.
Moravia
New York
13118

YEAR PUBLISHED 1974 COST $ 1.00 Workbook
3.00 Teacher's Manual

TYPE OF MATERIAL:
This is a 59-page soft-covered workbook with a guidebook for the teacher. Price decreases when purchased in quantity.

BRIEF DESCRIPTION OF MATERIAL:
The workbook is consummable and introduces 57 occupations through the use of games and activities related to the various careers found in a community.

READABILITY GRADE LEVEL:
Frye 3.9

OVERALL RATING:
USEFUL 37/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Superior because of portrayal of women in professions as well as presentation of jobs.

ACCURACY: 14/15
Terms used are current ones. Material is clear and complete with regard to occupational information.

APPROPRIATENESS: 8/15

The difficulty level of the language is too high for the target group even though sentences are relatively short. Visuals are often too small for such inexperienced readers.

VERBAL AND VISUAL FLUENCY: 8/15

Several jobs are pictured on each page to the detrement of appeal for each job depicted. Many cramped visuals present a distracting picture which prevents a child from being challenged effectively.

USEFULNESS AND VERSATILITY: 7/15

Type of material lends itself to varying classroom formats but difficulty level would require that teacher direct use for this age group.

ADDITIONAL COMMENTS:

One teacher had used material with 4th graders; all felt that it was more appropriate for older students. Publisher list material as suitable for grades 3 and above.

TITLE CAREER DEVELOPMENT FOR PRIMARY GRADES

Joan Thames

CE

Grades 2-3

PUBLISHER EMC Corporation
Saint Paul
Minnesota

YEAR PUBLISHED 1974 COST $ 69.00

TYPE OF MATERIAL:

This is an audiovisual kit consisting of 4 filmstrips, 4 cassettes or records and a teacher's guide dealing with the exploration of, and orientation to, career education.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrips are titled, "Teamwork in a Toy Factory", "Working for an Airlines", "Look Out World Here I Come", and "People Make a School Day Go". Duplicating masters come with the teacher's guide.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There are few minority groups pictured. One teacher felt that the Toy Factory filmstrip looked like an advertisement for Tonka Toys while another felt that the bias did not show at all.

ACCURACY: 14/15

The material is accurate and up-to-date. It is easy to understand and uses detail to appeal to but not overburden the child.

APPROPRIATENESS: 12/15

The language is appropriate to this level and some of the difficult vocabulary terms are explained right on the filmstrip.

VERBAL AND VISUAL FLUENCY: 12/15

The material is well organized and the pictures are attractive. The narration becomes wordy in places and generally the material is not too challenging.

USEFULNESS AND VERSATILITY: 12/15

The material can be adapted to various classroom organizational patterns. The cost seems comparable to other materials of a similar nature.

ADDITIONAL COMMENTS:

One or two of the filmstrips could be used with first grade or kindergarten students.

TITLE: NOW YOU KNOW ABOUT PEOPLE AT WORK

Anne Neigoff

CE

Grades 2-3

PUBLISHER: Encyclopaedia Britannica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois
60611

YEAR PUBLISHED 1974 COST $ 59.50

TYPE OF MATERIAL:

This is an audiovisual kit consisting of 5 books, each of around 32 pages, a teacher's guide and 5 records or cassettes dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:

This kit includes five texts with accompanying cassettes or records. On one side of the cassette is a child reading the book and on the other side is dialogue to extend and enrich the ideas presented in the book. The titles are: "Who Works", "Where People Work", "When People Work", "Why People Work", and "Work You Can Do". The occupational clusters covered were formulated by the U.S. Office of Education.

READABILITY GRADE LEVEL:

Spache 3.4

OVERALL RATING:

USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material gives a very balanced representation of sexes and races extending even to the use of male and female voices on the tape. All ages of people and children participate in the dialogue section of the tape.

ACCURACY: 12/15

The material is complete almost to the point of being confusing to the children. There is too much emphasis on the fact that <u>all</u> people work. This is not realistic today. There is no mention made of people who want to work, but can't. A child of welfare family may suffer some loss of self-esteem.

APPROPRIATENESS: 11/15

When the material is used as suggested in the teacher's guide (two pages constitute a lesson) it is appropriate for a group, teacher directed situation. The presentation is too complex for use by children independently even though there is tape narration because many questions are asked on the tape and not enough time is given for the children to think them through.

VERBAL AND VISUAL FLUENCY: 9/15

Since each two pages present a brand new concept, it is confusing to the children to try to complete the book in one session. The book must be used as suggested in the teacher's guide.

USEFULNESS AND VERSATILITY: 10/15

The records seem to make the material easier to use because they provide a wide band for discussion of concepts. For the material to be effective, it would have to be kept in a teacher's room for on-going use. It is not an independent activity and definitely requires teacher direction.

TITLE | No. 4100 PUBLIC SERVICES (CAREER AWARENESS SERIES)

CE

Grades 2-3

PUBLISHER | Ideal School Supply Company
11000 South LaVergne Avenue
Oaklawn, Illinois
60453

YEAR PUBLISHED 1975 COST $ 30.00

TYPE OF MATERIAL:
This is an audiovisual kit containing six filmstrips and two tapes dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
The titles of the filmstrips are "City Worker", "Mail Carrier", "Fire Fighter", "Police Officer", "Park Ranger" and "Teacher". The tapes have a separate narration for each grade level, K-4.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
Objective, current, and complete.

APPROPRIATENESS: 12/15
There were too many scenes showing high school students and male teachers to be appropriate to this grade level.

VERBAL AND VISUAL FLUENCY: 13/15
The material does not stimulate much creativity, but is attractively and clearly presented.

USEFULNESS AND VERSATILITY: 15/15

The book type package makes this material easily stored and easy for children to take off a shelf and handle. The material can be used in a teacher directed situation or independently by the students.

ADDITIONAL COMMENTS:

One of the three reviewing teachers felt the presentation would have been more appropriate if the scenes had been able to depict primary age children and male teachers for them.

TITLE: No. 4101 PERSONAL SERVICES (CAREER AWARENESS SERIES)

CE

Grades 2-3

PUBLISHER: Ideal School Supply Company
11000 South LaVergne Avenue
Oaklawn, Illinois
60453

YEAR PUBLISHED 1975 COST $ 30.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of six filmstrips and two tapes dealing with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrips are titled, "Service Station Attendant", "Meat Cutter", "Pet Shop Owner", "Beautician", "TV Repair Technician", and "Clergy". The tapes have a separate narration for each grade level, K-4.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable
One of the 5 reviewing teachers commented that the publisher had gone to great lengths to avoid any racial or sexual stereotyping.

ACCURACY: 14/15
Color photographs were used on the filmstrip and the "Tools" of each trade were accurately chosen.

APPROPRIATENESS: 14/15
The length of the filmstrip (short) is suitable for these grade levels. The teachers felt that a separate narration for second and third grades was not needed.

VERBAL AND VISUAL FLUENCY: 14/15

The presentation is effective and attractive, but the material doesn't stimulate much creativity.

USEFULNESS AND VERSATILITY: 14/15

The book type package makes it easily stored and easy for children to take off a shelf and handle. The material can be used in a teacher directed situation or independently by the students.

ADDITIONAL COMMENTS:

Background music on the tapes was pleasant.

TITLE

THE VALUING APPROACH TO CAREER EDUCATION: 3-5 SERIES (YOU ARE THERE SERIES FILMSTRIPS AND CASSETTES)
Education Achievement Corporation

CE

Grades 4-6

PUBLISHER

P. H. Audio Visual Corporation
Ellenville
New York
12428

YEAR PUBLISHED 1973 COST $ 120.53

TYPE OF MATERIAL:
This is an audiovisual kit consisting of six color filmstrips and six cassette tapes dealing with values. This is one part of a complete system.

BRIEF DESCRIPTION OF MATERIAL:
Each sound-color filmstrip in this series introduces one of the six basic machines: pulley, lever, wedge, screw, wheel and axle, and inclined plane.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The characters in the filmstrips are from various periods in history and from various localities.

ACCURACY: 15/15
Objective, up-to-date and complete

APPROPRIATENESS: 14/15
Suitable for grade level

VERBAL AND VISUAL FLUENCY: 14/15
The humorous and colorful cartoon characters present factual information in an interesting manner.

USEFULNESS AND VERSATILITY: 13/15

The packaging is neat and durable. The material can be well integrated with science and social studies.

ADDITIONAL COMMENTS:

This kit is one of many components to an entire program. The reviewing teachers recommend purchase of the Facilitator's Guide (Cost $45.36) along with the rest of the material. A pre- and post-test is available for use with the material. Extensive validity studies on the program have been done by the University of Florida. Consultant services are available by contacting the Education Achievement Corp., P.O. Box 7310, in Waco, Texas. The company will send someone to train you in using the material.

TITLE: THE VALUING APPROACH TO CAREER EDUCATION: 3-5 SERIES (SCHOOL VALUES AUCTION GAME)
Education Achievement Corporation

CE

Grades 4-6

PUBLISHER: P.H. Audio Visual Corporation
Ellenville
New York
12428

YEAR PUBLISHED 1973 COST $ 38.82

TYPE OF MATERIAL:
This is an auction game packaged for 35 students and is part of a complete system.

BRIEF DESCRIPTION OF MATERIAL:
The object of the game is to have each child bid on and attempt to buy those school values (i.e. getting good grades, being able to go on field trips often, having a nice teacher) that the child considers important. The game consists of play money, value sheets, bid sheets and a gavel.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
Realistic, current, and complete

APPROPRIATENESS: 14/15
Easy to understand and an important subject.

VERBAL AND VISUAL FLUENCY: 14/15
The directions for the game must be given clearly by the teacher or else there will be a great deal of confusion on the part of the students.

USEFULNESS AND VERSATILITY: 11/15

If used to its maximum, the game could bring out some interesting aspects of school life. The packaging is not sturdy. The certificates should be made more durable, possibly by lamination. With the concept, a teacher could produce this game on his/her own.

ADDITIONAL COMMENTS:

Consulting service is available through the Education Achievement Corp. in Waco, Texas. The company will send someone to you to help you learn to use the material. Cost for the complete system is $531.20.

TITLE: THE VALUING APPROACH TO CAREER EDUCATION: 3-5 SERIES (WORKER CHARADES GAMES)

Education Achievement Corporation

CE

Grades 4-6

PUBLISHER: P. H. Audio Visual Corporation
Ellenville
New York
12428

YEAR PUBLISHED 1973 COST $ 29.74

TYPE OF MATERIAL:
This is a game consisting of 60 occupational charades game cards and is part of an entire system.

BRIEF DESCRIPTION OF MATERIAL:
The game includes five sets of charade game cards and a sample scoring sheet. There are situations printed on the cards which the pupils on the opposing teams are asked to act out. The purpose of the game is to act out and interpret given job situations.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 49/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
The occupations are up-to-date

APPROPRIATENESS: 13/15

VERBAL AND VISUAL FLUENCY: 13/15

USEFULNESS AND VERSATILITY: 9/15

The packaging of the cards is cumbersome. The large box is inappropriate for the amount of material. Lamination of the cards would increase their durability. A similar game could easily be made by a teacher for much less cost.

ADDITIONAL COMMENTS:

This game is part of the Valuing Approach to Career Ed. series and consultant service is available through the Education Achievement Corp., in Waco, Texas. The company will send someone to your school to assist you in the use of the material. The material could be incorporated with subject areas like art or language arts.

TITLE | GETTING A JOB
Florence Randall

CE

Grades 4-6

PUBLISHER | Fearon Publishers, Inc.
Palo Alto
California

YEAR PUBLISHED 1966 COST $ 2.68

TYPE OF MATERIAL:
This is a reference/textbook, 88 pages long, dealing with career education. A teacher's manual comes with it.

BRIEF DESCRIPTION OF MATERIAL:
This book describes jobs which are often suitable as part-time employment. The work ethic is stressed in the book. Job applications, working papers and the use of want ads are described.

READABILITY GRADE LEVEL:
Dale Chall - low 5th
Gunning - 6.0

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:
BIAS: Unacceptable
Three of the five reviewing teachers said the amount of bias was unacceptable. The sex/role stereotyping is evident.

ACCURACY: 10/15
The material is somewhat dated as many jobs as presented as being performed only by males and females. The classified ads section lists jobs according to Male/Female Help Wanted. Since the book was written in 1966, it does not take into account changes in technology in the various fields.

APPROPRIATENESS: 13/15

VERBAL AND VISUAL FLUENCY: 11/15

The format is generally well developed with activities that should provide for critical thought. Additional pictures would make the book more eye appealing, but this does not detract from the format or usefulness of the book.

USEFULNESS AND VERSATILITY: 12/15

The book can be correlated with many subject areas: for instance, writing, speaking, math, social studies and personal grooming. The book is better suited to sixth grade students considering the jobs described. The text is bound with perforated pages and might not stand up under heavy use.

ADDITIONAL COMMENTS:

The job descriptions in the book would benefit Junior High and High School Guidance Depts. The reviewing teachers seemed to attribute the sex/role stereotyping of jobs to the date of publication rather than to a conscious attempt on the part of the author to misrepresent working conditions.

TITLE | FOUNDATIONS FOR OCCUPATIONAL PLANNING

CE

Grades 4-6

PUBLISHER | Society for Visual Education
1345 Diversay Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1967 COST $ 31.50

TYPE OF MATERIAL:

The material consists of a set of five silent captioned filmstrips. The filmstrip entitled, "What Are Job Families" was reviewed in depth.

BRIEF DESCRIPTION OF MATERIAL:

The filmstrips are titled, "Who Are You", "What Do You Like To Do", "What Good Is School", "What Are Job Families", and "What Is A Job". The focus of the material is on developing values, self awareness, interests, career awareness and on relating school to life and careers.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

UNACCEPTABLE 27/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

There was much evidence of sex/role stereotyping with women shown in passive positions and men in leadership roles. The material introduced the value of religious affiliation and the roles of blacks was distorted.

ACCURACY: 7/15

The material is not objective or realistic. The illustrations are outdated and show very traditional ideas. Certain frames of the filmstrips seemed to have little connection with each other, making the content unclear.

APPROPRIATENESS: 7/15

Some of the frames seemed unnecessary. Unimportant aspects of subjects were presented. The material was stilted and lacked a challenge to the students.

VERBAL AND VISUAL FLUENCY: 7/15

The human figures in the filmstrips are distorted and the transition between frames is very unclear.

USEFULNESS AND VERSATILITY: 6/15

The material cannot be adaptable to a variety of organizational patterns within the classroom. The depiction of only middle class values in the material inhibits its usefulness.

TITLE FOCUS ON SELF-DEVELOPMENT: STAGE 2 RESPONDING
J.L. Anderson and P. Miner

CE

Grades 4-6

PUBLISHER Science Research Associates
Div. of IBM, College Div.
1540 Page Mill Road
Palo Alto, California 94304

YEAR PUBLISHED 1971 COST $ 133.00 Records
149.00 Cassettes

TYPE OF MATERIAL:
This is an audiovisual kit containing 20 poster boards with 40 pictures, 6 filmstrips, 7 records/cassettes, a teacher's guide and optional student workbooks. The material deals with awareness and responding.

BRIEF DESCRIPTION OF MATERIAL:
This program is Stage II of a three-part program. There are 19 units in this stage. Six of them deal with the personal self, three with environmental influences, and eight with the social self. The materials consist of a teacher's guide, a copy of the pupil activity book (The Me I Know), six full-color filmstrips with accompanying records or cassettes, four story records/cassettes and twenty photo-boards with photographs on each side.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
QUESTIONABLE 36/60

SUMMARY OF RATINGS:
BIAS: Unacceptable
Women are portrayed in roles that make them seem unpleasant (a mother facing her children and a stern teacher). Black boys were shown in unflattering situations (fighting) while whites were shown to be friendly and cooperative.

ACCURACY: 10/15
Many of the situations depicted were solved unrealistically. There seemed to be a very idealistic and superficial attitude pervading the filmstrips.

APPROPRIATENESS: 7/15

According to the catalog, this program is aimed at a fourth grade level. The material is too immature and the presentation too dull for this level.

VERBAL AND VISUAL FLUENCY: 10/15

Although the ideas are presented clearly, the dialogue is at times redundant, uninteresting and trite. The posters are done well and would be adaptable to many classroom activities if they could be purchased separately.

USEFULNESS AND VERSATILITY: 9/15

The material is uninteresting and not appropriate or consistent with the attitudes and behavioral patterns of fourth graders.

TITLE | WHEN YOU GROW UP

CE

Grades 4-6

PUBLISHER | Mini Productions, Inc.
Coraopolis
Pennsylvania
15108

YEAR PUBLISHED 1974 COST $ 9.50

TYPE OF MATERIAL:

A set of 15 posters on cards 15" x 24", more appropriate for hanging as a posted visual than for handling. Includes questionnaire, "What Careers Am I Best Suited For".

BRIEF DESCRIPTION OF MATERIAL:

On one side of each card, a cartoon depiction shows a person in a job from an occupational cluster, with the name of the cluster on the bottom of the card. On the back of each card there are detailed suggestions to the teacher for using the material -- concepts, questions, activities.

READABILITY GRADE LEVEL:

Not applicable.

OVERALL RATING:

USEFUL 41/60

SUMMARY OF RATINGS:

BIAS: Questionable

Two of the three reviewing teachers were critical of the material on grounds of job denigration, sex-role stereotyping and age discrimination. One of these teachers considered the efforts to be humorous sufficiently offensive to rate the material unacceptable, while the other gave it an acceptable rating, but expressed concern that the objectives of the posters may not be accomplished due to unnecessary confusion as a result of the attempt to make the presentation comical. The third teacher did not consider the material biased in any manner.

ACCURACY: 10/15

Students may get an inaccurate view of a particular career because of attempts at humor, i.e., environmental control person has a clothespin on her nose.

APPROPRIATENESS: 9/15

Both visuals and questionnaire were considered overly simple. Cartoons were overdone in an attempt at humorous symbolism.

VERBAL AND VISUAL FLUENCY: 12/15

The poster visuals may distract from the actual purpose intended. The simple form is not challenging.

USEFULNESS AND VERSATILITY: 10/15

Probably not useful an an individual activity. A great deal of guidance would be required to present these posters accurately and creatively to a group of students. Cost is reasonable.

TITLE THE MEN WHO MOVE THE NATION

Cliff Merritt

CE

Grades 4-6

PUBLISHER United Transportation Union
15401 Detroit Avenue
Cleveland, Ohio 44107

YEAR PUBLISHED _____ COST $ Free

TYPE OF MATERIAL:
This is a soft cover coloring book, about 40 pages long.

BRIEF DESCRIPTION OF MATERIAL:
This coloring book is in cartoon form and shows the men who operate trains and buses.

READABILITY GRADE LEVEL:
Frye 6.1

OVERALL RATING:
USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Two of the three reviewing teachers rated the bias as "acceptable", but they all commented that there are no women in prominent roles in the book. The only women shown is in the position of an "over the road" bus hostess. The only comment on her job is "These attractive and specially trained girls have colorful uniforms" (p. 32). No minority groups are represented and even though the pictures are not colored in, the people in the illustrations are obviously Caucasian.

ACCURACY: 10/15

More details are needed to show each career better and the book does not seem up to date. No mention is made of commuter trains or tours by chartered buses.

APPROPRIATENESS: 11/15

The language and illustrations appear to be quite appropriate for intermediate grades. The idea of a coloring book, however, would probably appeal to lower grades.

VERBAL AND VISUAL FLUENCY: 10/15

Some students would find this coloring book too cluttered and difficult to handle. They probably would give up coloring and merely read the book. More details would stimulate an interest in a particular career and encourage the student to investigate further.

USEFULNESS AND VERSATILITY: 11/15

The coloring book would be useful for those students who are interested in transportation. Since it is free, however, it's attractiveness is increased.

TITLE CAREER IN A ... Series

CE

Grades 4-6

PUBLISHER Lerner Publishing Company
241 First Avenue North
Minneapolis, Minnesota
55401

YEAR PUBLISHED 1973 COST $ 3.95 Each

94.20 all 24 books

TYPE OF MATERIAL:

A set of 24 small reference books, each approximately 36 pages in length, with reinforced library bindings.

BRIEF DESCRIPTION OF MATERIAL:

Each book in the set describes a variety of jobs offered in a specific field. The material is quite detailed with actual color photographs used for illustration. Each book is a different color. "Careers in a Bank", "Careers in a Department Store", and "Careers in a Medical Center" were examined closely.

READABILITY GRADE LEVEL:

Frye 4-8. Both books and chapters in the same book vary, so readability is uneven. Technical vocabulary weights this series and would need to be decoded by students and teachers. (Publisher classifies reading level as 3.8 - 4.4).

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No noticeable bias. Many minority group persons were shown. However, two of the three rating teachers observed some sex-role stereotyping, for example, the doctors are men and the nurses are women.

ACCURACY: 13/15

Accurate presentation of content with sufficient detail provided to create interest in students. Many occupations are included.

APPROPRIATENESS: 11/15

There was some concern expressed over the level of difficulty for students in grades 4-6, with one opinion that the material was too difficult due to the use of many new technical terms involved in the portrayal of each career within a specific field. Another teacher, however, thought that the illustrations would aid greatly in the understanding of the material in spite of the difficulty of the vocabulary, while the third teacher anticipated difficulty only for the low to low-average student.

VERBAL AND VISUAL FLUENCY: 10/15

The material is well organized, with excellent illustrations. One teacher was critical, however, because of the usage of technical terms which were expected to cause confusion for this particular teacher.

USEFULNESS AND VERSATILITY: 10/15

The book seems to be limited to individual or small group use, rather than adaptable to a variety of teaching situations. It is of doubtful use with much younger children.

TITLE NOW YOU KNOW ABOUT PEOPLE AT WORK

Anne Neigoff

CE

Grades 4-6

PUBLISHER Encyclopaedia Britannica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois
60611

YEAR PUBLISHED 1974 COST $ 59.50

TYPE OF MATERIAL:

This is an audiovisual kit consisting of five books each of about 32 pages, with either cassettes or records accompanying them and a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:

This material introduces the child to a wide variety of career areas. The titles include "Who Works", "Where People Work", "When People Work", "Why People Work", and "Work You Can Do". The books contain brief (paragraph long) overviews, not in-depth discussions.

READABILITY GRADE LEVEL:

Spache 3.4

OVERALL RATING:

USEFUL 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The books show a wide variety of races and ages performing various jobs. There is no evidence of sex/role stereotyping.

ACCURACY: 14/15

The content of the books is objective, accurate and up to date.

APPROPRIATENESS: 7/15

Though the content of the books is relevant to the 4-6 level, the presentation and language of the books is too simplistic for this level.

VERBAL AND VUSUAL FLUENCY: 9/15

The illustrations are colorful, but generally they show younger students. The material jumps from one career to another instead of going in a logical manner.

USEFULNESS AND VERSATILITY: 9/15

The material can be used by the student individually and there are additional narrations in the teacher's guide for enrichment. Quite expensive for its usefulness.

ADDITIONAL COMMENTS:

The material is better suited for primary students, particularly the verbal presentation.

TITLE: EARLY CAREERS STUDY PRINTS

CE

Grades 4-6

PUBLISHER: Lerner Publications Company
241 First Avenue North
Minneapolis, Minnesota
55401

YEAR PUBLISHED 1974 COST $ 9.95 each

12 Series, $119.40

TYPE OF MATERIAL:

This material consists of 12 sets, each with 12 colored pictures with text on the reverse side. A teacher's guide is included.

BRIEF DESCRIPTION OF MATERIAL:

"Careers in a Department Store" prints were examined. The pictures of department store careers constitute one package in a series of study prints which show various jobs involved in running an industry or service organization. Each picture has a job description, pertinent vocabulary and discussion questions on the back.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is a small degree of sex-role stereotyping, but it does not detract from the value of the material.

ACCURACY: 12/15

The job scenes are shown accurately.

APPROPRIATENESS: 12/15

One of the five reviewing teachers felt that the material was too difficult for this level.

VERBAL AND VISUAL FLUENCY: 12/15

The vocabulary is difficult and the pictures seemed outdated.

USEFULNESS AND VERSATILITY: 11/15

The plastic packaging is not durable. It will rip and the pictures will bend.

ADDITIONAL COMMENTS:

One of the five reviewing teachers felt that this particular set of pictures was not of high interest to the students, but the series in entirety might be a useful tool. This set was referred from a task force of Grades 2-3 teachers who found it totally inappropriate for that level.

TITLE: FOCUS ON SELF-DEVELOPMENT: STAGE 2 RESPONDING

Judith L. Anderson and Melody Henner

CE

Grades 4-6

PUBLISHER: Science Research Associates
Div. of IBM, College Division
1540 Page Mill Road
Palo Alto, California 94304

YEAR PUBLISHED 1972 COST $ 133.00 Records

149.00 Cassettes

TYPE OF MATERIAL:

This is an audiovisual kit containing 6 filmstrips, 7 records or tapes, 20 posters, 1 student reaction book, and 1 teacher's guide. The material deals with career education.

BRIEF DESCRIPTION OF MATERIAL:

This kit contains sixteen units dealing with topics such as causes of behavior, family relationships, rights, emotions and experiences. The material introduces questions rather than providing answers, and give children opportunities to analyze situations and make decisions.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 57/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The filmstrips, pictures and records utilized people from all age groups, races, and sexes.

ACCURACY: 15/15

The content of the filmstrips is extremely up to date and realistic. True to life family situations are depicted and honest reactions are given. The children in the situations are outspoken and react readily. The photographs are up to date.

APPROPRIATENESS: 15/15

The concepts introduced are relevant to the intermediate age group. The children involved in the discussions were also of the intermediate age group.

VERBAL AND VISUAL FLUENCY: 14/15

Some of the filmstrip is presented in cartoon form and some in photographic form. This stimulates the interest of the students. The material is conducive to discussions and creative thought on the part of the children.

USEFULNESS AND VERSATILITY: 13/15

The parts of this kit may be used independently of each other. The student reaction booklets allow for independent expression of opinions without right or wrong answers imposed on the child. Many types of families and economic levels are depicted.

ADDITIONAL COMMENTS:

The student discussion groups on the filmstrip depict highly verbal and intelligent children. One of the four reviewing teachers found the kit very impressive and offering a wide variety of materials for children on all academic levels.

TITLE | STUDENT ATTITUDE BUILDERS: SET 1 (POSTER SET)

CE

Grades 4-6

PUBLISHER | Careers, Inc.
P.O. Box 135
Largo, Florida
33540

YEAR PUBLISHED 1974 COST $ 37.50

TYPE OF MATERIAL:
This material consists of 40 posters which deal with self-awareness.

BRIEF DESCRIPTION OF MATERIAL:
This set of 40 posters illustrates so-called accepted attitudes. Not all of the posters depict work attitudes.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 20/60

SUMMARY OF RATINGS:
BIAS: Unacceptable
Many posters show pictures of people performing jobs that have traditionally been done by only one sex, such as female secretaries, male draftsmen, etc. Many posters only showed younger people working rather than using pictures of older people performing the same job. Job denigration was shown by implying that the position of a scientist was "higher" than that of a manual worker. All the pictures show the "All American" clean, crew cut look. The values depicted are very traditional ones.

ACCURACY: 5/15

One poster was based upon the idea that high school dropouts were faced with a dead end road (particularly in the construction industry), whereas a person with a high school diploma was on the highway to success. Many posters are outdated because they show work roles traditionally assigned to men or women.

APPROPRIATENESS: 5/15

The attitudes shown seemed disconnected from real life situations. The wording on the posters was dated and trite and the photographs themselves were old-fashioned.

VERBAL AND VISUAL FLUENCY: 5/15

The pictures have little color or variety and are outdated in terms of clothing, for instance. The concepts and attitudes are treated in a very mechanical and simplistic way.

USEFULNESS AND VERSATILITY: 5/15

The packaging of the material is good (the posters are in a case with a metal frame). The material does not have the educational value or adaptability to other subject areas to warrant the cost.

ADDITIONAL COMMENTS:

The overall opinion of the seven reviewing teachers was that the material was not appealing in terms of content or presentation.

TITLE | PEOPLE ARE IMPORTANT

Eva Knox Evans

CE

Grades 4-6

PUBLISHER | Capitol Publishing Company
New York
New York

YEAR PUBLISHED 1951 COST $ 3.95

TYPE OF MATERIAL:
Hard-cover library book with 86 pages.

BRIEF DESCRIPTION OF MATERIAL:
Stories with black and white illustrations which deal with uniqueness of each individual, such as language differences, clothing, names, and feelings.

READABILITY GRADE LEVEL:
Not Available

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Book lives up to its title in presenting different cultures and individuals in an objective manner.

ACCURACY: 11/15
Age of book means that some examples of dress and manner are not consistent with present modes. Nevertheless, the concept of trying to understand others is timeless.

APPROPRIATENESS: 11/15
Deals with the most important thing in career exploration which is self-awareness. Outmoded language might require definition for this age group.

VERBAL AND VISUAL FLUENCY: 8/15

Reviewing teachers were of very differing opinions on this item. One teacher considered the book wordy and dull; another felt points were belabored but the information was stimulating; the third teacher considered the material simple and appealing.

USEFULNESS AND VERSATILITY: 9/15

Material is limited in suitability to varying classroom formats. Language difficult makes it suitable for only a limited number of students.

TITLE | POPEYE CAREER AWARENESS PROGRAM

CE

Grades 4-6

PUBLISHER | King Features, Education Division
Department 1174
235 East 45th Street
New York, New York 10017

YEAR PUBLISHED _____ COST $ 42.50

TYPE OF MATERIAL:
75 full-color comic books (5 of 15 different titles), student involvement charts, and a career awareness bingo game, plus a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
Comic books use the Popeye characters to discuss all 15 career clusters with the training and education required for each.

READABILITY GRADE LEVEL:
Frye 11th

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Material shows a good degree of integration and lack of discrimination. The illustrations show, for example, male nurses and airline stewards, women meteorologists, and black executives.

ACCURACY: 14/15
Occupational roles are described in relation to working conditions, educational training, and age requirement. Sufficient detail to show the demands and rewards of different roles.

APPROPRIATENESS: 11/15

The language is very difficult for the target population; comic book format is deceiving in this respect. Narration and illustrations flow easily from one occupational role to another.

VERBAL AND VISUAL FLUENCY: 11/15

Comic book approach has obvious merits in the area of motivation. Pictures are attractive and hold the attention. The organization is cluttered and confusing.

USEFULNESS AND VERSATILITY: 12/15

Versatility level is high. The packaging is orderly and attractive. Durability is questionable since comic books tend to get dog-eared quickly. Cost is reasonable for quantity of material received.

ADDITIONAL COMMENTS: Two of the four teachers had used the material with success in their classrooms. The main reservation about the material centered around the extreme difficulty of the language.

TITLE: YOUR CAREER IN PHYSICAL THERAPY

Patricia and Ray Darby

CE

Grades 4-6

PUBLISHER: Julian Messner, Publisher
New York
New York

YEAR PUBLISHED 1969 COST $ 4.29

TYPE OF MATERIAL:
Hard cover book, 191 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
Informative book based on actual life experience in the field of physical therapy, with several photographs depicting various phases of the therapist's work.

READABILITY GRADE LEVEL:
Not Available

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material is considered to be free of bias.

ACCURACY: 14/15
The book appears to be up-to-date, well detailed and very comprehensive in its coverage of all phases of physical therapy.

APPROPRIATENESS: 11/15
The vocabulary and terminology would be difficult for the average student in the target population (Grades 4-6). Probably better for older children or for the interested student of above-average ability.

VERBAL AND VISUAL FLUENCY: 12/15

One of the three reviewing teachers felt that the detailed, technical manner of presentation detracted from the potential of the material to stimulate and challenge students, but another teacher felt that the material was stimulating and challenging in the aspects presented of service to others and the feeling conveyed of the importance and dignity of the job. The third teacher felt that the presentation of actual simple case histories in the book would be interesting to students.

USEFULNESS AND VERSATILITY: 8/15

Limited use. Appealing to those students with interest in this area, and most useful for the better student.

ADDITIONAL COMMENT:

The book includes an appendix listing schools offering physical therapy programs, in all areas of the country. Another appendix lists sources of financial assistance for students who have chosen physical therapy as their career goal.

TITLE | MOMMIES AT WORK

Eve Merriam

CE

Grades 4-6

PUBLISHER | Scholastic Book Services
900 Sylvan Avenue
Englewood Cliffs, New Jersey
07632

YEAR PUBLISHED 1973 COST $ .60

TYPE OF MATERIAL:
Paperback book, 34 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
Colorful covered paperback illustrating a variety of jobs women do in the world of work outside the home, as viewed through the eyes of a child.

READABILITY GRADE LEVEL:
Frye 6th. Many long words to describe jobs; a vocabulary discussion would lower readability level.

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Forgets that fathers assist around the house, but within the framework of the title the book is not really biased in terms of sex-role stereotyping.

ACCURACY: 12/15
Mothers are portrayed in an up to date manner, but the material could have been presented in more detail for this target population.

APPROPRIATENESS: 10/15
The pictures are appealing and appropriate for the target population, but the language and level of detail are immature.

VERBAL AND VISUAL FLUENCY: 11/15

The clear and simple presentation may help a child understand the multitude of jobs done by mothers outside the home, but the presentation is not challenging for intermediate level students and does not provide motivation for further inquiry.

USEFULNESS AND VERSATILITY: 11/15

Might be useful for fourth graders and low ability students in fifth and sixth grades. Quite inexpensive.

ADDITIONAL COMMENTS:

Teachers found book charming but too simplistic for this age group. Referred to Grades K-1 as a read-to-them book.

TITLE | THE JELLY BEAN COMPANY: A CAREER ACTIVITY PROGRAM

CE

Grades 4-6

PUBLISHER | BFA Educational Media
2211 Michigan Avenue
Santa Monica, California
90404

YEAR PUBLISHED 1973 COST $ 97.00 for each part

TYPE OF MATERIAL:

Two kits each consisting of 6 filmstrips and 6 cassette tapes to accompany them, plus activity cards for each. The kit is neatly packaged in a compact box. Part II was reviewed.

BRIEF DESCRIPTION OF MATERIAL:

Part I is entitled, "Making and Selling Goods" and Part II is "Performing Services". Each filmstrip with its tape and activity cards relate to one cluster of jobs, such as Public Service.

READABILITY GRADE LEVEL:

Frye 7th

OVERALL RATING:

USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable

There is some sex-role stereotyping, generally in the form of excluding female opportunities, but comments and discussion could be used to counteract this.

ACCURACY: 11/15

One reviewing teacher thought the package covered just enough material to inform, but not confuse, the learner, with job descriptions that are current and stimulating, but the other two teachers were critical of the materials for supplying only very limited information about the careers.

APPROPRIATENESS: 11/15

The material was considered appropriate for the target population, but limited in terms of insufficient detail.

VERBAL AND VISUAL FLUENCY: 11/15

The material is appealing and entertaining, but seems unlikely to stimulate or challenge students.

USEFULNESS AND VERSATILITY: 12/15

Very adaptable material, which can be used in almost any type of classroom situation. Durably packaged and easily stored and manipulated by students.

TITLE | SO MANY JOBS TO THINK ABOUT - SETS 1 & 2

Hal and Lisa Smith

CE

Grades 4-6

PUBLISHER | Educational Development Corporation
3000 Sand Hill Road
Menlo Park, California
94025

YEAR PUBLISHED 1974 COST $ _____

TYPE OF MATERIAL:
This is an audiovisual kit consisting of four filmstrips and four records.

BRIEF DESCRIPTION OF MATERIAL:
This set of material deals with four different occupations. Set One includes a veterinarian and a plant nursery sales-person. Set Two includes a park ranger and a news reporter. Each filmstrip is about 10 minutes long.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
There was a lot of factual information in the filmstrips, and it was presented in a logical and interesting way.

APPROPRIATENESS: 14/15
The information may be a bit sophisticated for some fourth grade students.

VERBAL AND VISUAL FLUENCY: 13/15
The photography and narration are good. The material is direct and does not leave much room for critical thought.

USEFULNESS AND VERSATILITY: 12/15

The material is easily adaptable to several subject areas like science, social studies, language arts. It would be helpful if the playing time was noted on the record.

TITLE: EVERYONE HAS IMPORTANT JOBS TO DO

Shirley, Roy and Robert Chilton

CE

Grades 4-6

PUBLISHER: Elk Grove Division of
Children's Press, Incorporated
1224 West VanBuren Street
Chicago, Illinois 60607

YEAR PUBLISHED 1970 COST $ 5.85

TYPE OF MATERIAL:
This is a textbook, 44 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
The book provides a general overview of the jobs and responsibilities of different family members.

READABILITY GRADE LEVEL:
Frye 2.0 - 3.9

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although all the four rating teachers considered the material acceptable for classroom use, they all observed sex-role stereotyping which may cause the book to be offensive to some instructors, although other teachers would probably be able to overlook it.

ACCURACY: 11/15
Not very complete and detailed, but it is intended as an overview.

APPROPRIATENESS: 11/15
Visuals, vocabulary and concepts more appropriate for lower grade levels, or for slow children in the 4-6 grades. Most children this age would crave more detail.

VERBAL AND VISUAL FLUENCY: 11/15

Illustrations are very attractive although in general the material is lacking in stimulation and motivating power.

USEFULNESS AND VERSATILITY: 12/15

Usage somewhat limited, but would depend on willingness of the teacher to carry over basic concepts presented to other classroom activities. Could be easily kept and stored.

ADDITIONAL COMMENTS:

Much more appropriate for lower grade levels; could be read to K-1.

TITLE DUSO KIT D-2: DEVELOPING UNDERSTANDING OF SELF AND OTHERS
Don Dinkmeyer

CE

Grades 4-6

PUBLISHER American Guidance Service, Inc.
Circle Pines
Minnesota
55014

YEAR PUBLISHED 1970 COST $ 104.00 Records or Cassettes

TYPE OF MATERIAL:
A kit containing a variety of materials, including a manual, a set of 33 posters in color and in black and white with a vinyl display easel, 5 cassette tapes or 17-seven inch records, 8 self and social development activity cards, 6 discussion guide cards, 8 puppets, 33 puppet activity cards plus 33 role playing activity cards, 33 discussion pictures, 33 career awareness activity cards and a metal case to store the materials.

BRIEF DESCRIPTION OF MATERIAL:
The materials in the kit are designed to promote the development of self awareness and career awareness and to help students in the area of value clarification.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:
BIAS: Acceptable
No bias was detected in the materials as presented, but one teacher felt that the material could be misused by an individual to present own bias.

ACCURACY: 15/15
This was described as a tangible instrument for the task of developing accurate understanding of self and others.

APPROPRIATENESS: 14/15

The variety of materials and the audio and/or visual presentation provide an appropriate approach for almost anyone. Also, the children can identify with the problems being presented.

VISUAL AND VERBAL FLUENCY: 14/15

There are easy-to-remember songs which reinforce the concepts being developed. Each concept is developed in a clear, logical manner.

USEFULNESS AND VERSATILITY: 12/15

The materials would be most useful and have the greatest impact in the large group situation, although a small group would also be able to utilize them. The puppets might lose their appeal after some exposure, and might not be as successful with some target groups, such as inner city of highly sophisticated intermediate grade children.

ADDITIONAL COMMENTS: Two of the three reviewing teachers remarked that the manner in which the material was used by the individual teacher would be of great importance while the third teacher recommended that someone with professional training in this area provide guidance to teachers in using the kit. Publisher states that DUSO Kit D-2 is intended for Upper Primary and Grade 4., and that it was field tested.

TITLE | PREPARING FOR THE WORLD OF WORK

CE

Grades 4-6

PUBLISHER | Guidance Associates
Pleasantville
New York
10570

YEAR PUBLISHED 1966 COST $ 48.50

TYPE OF MATERIAL:

This is an audiovisual kit consisting of 2 filmstrips, 2 tapes and a teacher's guide. The material deals with career orientation.

BRIEF DESCRIPTION OF MATERIAL:

This material emphasizes planning a future career by investigating vocational education. The presentation emphasizes the importance of enjoying work as an intrinsic part of job selection and the idea that "there is no such things as a bad job; only a job you don't like".

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 12/15

The content is objective and accurate and the voices of actual workers are used to give the material more credibility. The clothing and hair styles are not up-to-date.

APPROPRIATENESS: 9/15

This material emphasizes the importance of taking pride in doing things well and enjoying what you do. The material, however, deals with advanced stages of career education (Ex. which vocational education courses to select) and may be more appropriate for the junior high student.

VERBAL AND VISUAL FLUENCY: 11/15

The musical background is very appealing. The pictures will distract the students because the clothing and hair styles are so different from today's. The content is well organized but would not interest the student at this grade level.

USEFULNESS AND VERSATILITY: 8/15

Only a limited number of intermediate students would be able to use the material effectively. It appears overpriced for the amount of material.

ADDITIONAL COMMENTS:

If the material were updated, it would be useful at the junior high school level in guidance.

TITLE: CAREER EDUCATION PROGRAM-COMPULEARN, INC.

CE

Grades 4-6

PUBLISHER: Random House
201 East 50th Street
New York, New York
10022

YEAR PUBLISHED 1973 COST $ 200.00

TYPE OF MATERIAL:
This is a battery operated game with student manuals, teacher's guide, bibliography and programmed cards for each level, A-G.

BRIEF DESCRIPTION OF MATERIAL:
This is a programmed activity in which the student manipulates a circuit board in an attempt to match aspects of job descriptions to the appropriate visual stimuli.

READABILITY GRADE LEVEL:
Dale Chall 5th
Gunning high 5th, low 6th

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There is some sex/role stereotyping (women as stewardesses, men as doctors), but it does not detract from the value of the material.

ACCURACY: 12/15
Modern careers in technology are discussed as well as more common careers.

APPROPRIATENESS: 12/15

VERBAL AND VISUAL FLUENCY: 12/15

The program cards were not all available for evaluation and some of the reviewing teachers felt that the cards they had were cluttered and they would like to see the total program.

USEFULNESS AND VERSATILITY: 10/15

The material would be difficult to use in a group situation and would have to be used on a one to one basis.

ADDITIONAL COMMENTS:

The reviewing teacher did not know the cost of the material when they reviewed it and said the cost might influence them in terms of its value.

TITLE: YELLOW PAGES OF LEARNING RESOURCES

Saul Wurman, Editor

CE

Grades 4-6

PUBLISHER: Group for Environmental Education, Inc.
M.I.T. Press
Cambridge,
Massachusetts

YEAR PUBLISHED 1972 COST $ 1.95

TYPE OF MATERIAL:

This is a 94 page reference book dealing with occupational awareness.

BRIEF DESCRIPTION OF MATERIAL:

This book gives information about various businesses and the technology involved in them. It is set up much like the Yellow Pages, with the businesses listed in alphabetical order. The book is a springboard for discovery although there is not much depth to the articles themselves.

READABILITY GRADE LEVEL:

Dale Chall 7-8. The three passages tested ranged from fourth to eleventh grade level.

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 15/15
Realistic, current, and complete.

APPROPRIATENESS: 13/15
The book can be used in connection with Social Studies. It is better for fifth and sixth graders. Fourth graders would need teacher assistance to use the book. It is good resource material to activate study in a variety of areas.

VERBAL AND VISUAL FLUENCY: 14/15

The "Yellow Pages" format is stimulating and interesting.

USEFULNESS AND VERSATILITY: 14/15

The use of the book is limited because of its readability.

ADDITIONAL COMMENTS:

The book would also be a valuable resource for Junior High students.

TITLE: WORK-WIDENING OCCUPATIONAL ROLES KIT

Carole J. Lang

CE

Grades 4-6

PUBLISHER: Science Research Associates
Div. of IBM, College Division
1540 Page Mill Road
Palo Alto, California
94304

YEAR PUBLISHED 1972 COST $ 194.40

TYPE OF MATERIAL:

This is an audiovisual kit consisting of over 400 items - student manuals, workbooks, pamphlets, tapes, filmstrips and Work-Scope, a manual computer. The material deals with self-awareness.

BRIEF DESCRIPTION OF MATERIAL:

This kit offers the students, through the filmstrips and tapes, an opportunity to investigate their interests and abilities. The student then goes to the computer which pinpoints occupations and allows the student to select a job from a list of them which are related to his skills and interests. A handbook of job facts is supplied, as well as a subscription form to S.R.A. to keep the program updated.

READABILITY GRADE LEVEL:

Dale Chall 5th. The level is this high because of the vocabulary necessary to the kit. The sentence structure is simple.

OVERALL RATING:

EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable
All ages and sexes are represented.

ACCURACY: 15/15
This kit is up to date with all informational areas integrated.

APPROPRIATENESS: 14/15

Some fourth graders would have difficulty with the material.

VERBAL AND VISUAL FLUENCY: 15/15

Superb - highly motivating.

USEFULNESS AND VERSATILITY: 14/15

Poor readers may have difficulty using this. Alphabetical dividers would help to separate the work briefs.

ADDITIONAL COMMENTS:

The material would be appropriate for Junior High guidance.

TITLE | CAREER AWARENESS FIELD TRIPS-OFF WE GO TO THE POSTER PRINTER

CE

Grades 4-6

PUBLISHER | Harcourt Brace Jovanovich, Inc.
Guidance Associates
Pleasantville, New York
10570

YEAR PUBLISHED 1974 COST $ 20.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of a filmstrip, a tape and a teacher's guide. The material deals with career education.

BRIEF DESCRIPTION OF MATERIAL:
The kit describes the complete process of poster printing by taking the viewer on a trip to a printer.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 60/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 15/15
There was a deliberate effort made to avoid misunderstanding of the specialized vocabulary.

APPROPRIATENESS: 15/15
The material adapts easily to subject matter areas.

VERBAL AND VISUAL FLUENCY: 15/15
The stimulating and humorous presentation make the material motivating to the student. The material lends itself to a great deal of creativity.

USEFULNESS AND VERSATILITY: 15/15
It is valuable as a resource.

ADDITIONAL COMMENTS:
This material could also be used advantageously by third graders.

TITLE: THE VALUING APPROACH TO CAREER EDUCATION- IT'S YOUR CHOICE

CE

Grades 4-6

PUBLISHER: Department of Education
Education Achievement Corporation
Waco, Texas

YEAR PUBLISHED 1973 COST $ 93.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of 5 filmstrips and 5 cassettes which deal with problem solving as related to career education.

BRIEF DESCRIPTION OF MATERIAL:
The set contains five filmstrips and five cassettes packaged in a vinyl album. The topics pertain to problem solving techniques. The authors put the students in the position of parents, possible older brothers and sisters and peers. The situations are open ended and promote discussion.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 51/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15

APPROPRIATENESS: 13/15
The problems are applicable to many situations common to this age student.

VERBAL AND VISUAL FLUENCY: 13/15
The presentation is very good and the cartoon characters insure that the material will not become outdated quickly.

USEFULNESS AND VERSATILITY: 12/15

The material can be used in the Social Studies and Language Arts area. It is best used in a group situation where discussion can take place.

ADDITIONAL COMMENTS:

One of the five reviewing teachers thought the material should just receive a "useful" rating while another thought the material definitely earned the "excellent" rating.

TITLE | CAREER DISCOVERIES - PEOPLE WHO HELP OTHERS

CE

Grades 4-6

PUBLISHER | Guidance Associates
Harcourt Brace Jovanovich, Inc.
Pleasantville,
New York
10570

YEAR PUBLISHED 1972 COST $ 45.50 Cassettes

37.50 Records

TYPE OF MATERIAL:

This is an audiovisual kit consisting of four filmstrips, four records/cassettes and a teacher's guide. The material deals with career education.

BRIEF DESCRIPTION OF MATERIAL:

This kit presents an introduction to careers related to helping other people, such as a community organizer, a day care worker and a physical therapist.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

Two of the three reviewing teachers checked the "unacceptable" box because all nurses and teachers in the filmstrips are women. The teachers commented that this was not offensive in the filmstrip though.

ACCURACY: 15/15

Objective, timely, and complete.

APPROPRIATENESS: 14/15

Suitable for this grade level.

VERBAL AND VISUAL FLUENCY: 13/15

This is a low-key presentation which doesn't directly stimulate a high degree of critical thought or creativity.

USEFULNESS AND VERSATILITY: 12/15

The packaging is durable but the price may be high considering the material is really only appropriate to the area of social studies.

ADDITIONAL COMMENTS:

The teachers recommended the use of the material to both elementary and junior high school students. There is no reading required as the filmstrips are narrated.

TITLE | CAREER PICTURES

Robert W. Shapley, Managing Editor

CE

Grades 4-6

PUBLISHER | Xerox Education Publications
P.O. Box 2639
Columbus,
Ohio

YEAR PUBLISHED 1974 COST $ 2.49 per cluster

30.00 per set of 15 clusters

TYPE OF MATERIAL:

This material consists of picture clusters of different occupations. For each occupation (cluster) there are 10 posters.

BRIEF DESCRIPTION OF MATERIAL:

Each kit includes ten 12 X 17-1/2 inch pictures of a single career field, showing entry-level to executive workers in the field. The fields parallel the 15 categories recommended by the U.S. Office of Education for career-planning programs.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

Three of the five reviewing teachers regard the material as unacceptable because it portrays men and women within typical sex/role stereotypes in each occupation. Among minorities, black people are the only ones shown in any of the pictures.

ACCURACY: 11/15

The information written on each poster was accurate but the pictures themselves are not realistic.

APPROPRIATENESS: 12/15

VERBAL AND VISUAL FLUENCY: 10/15

The posters would be more attractive to the students if they were in color. They have either a green, yellow, or purple tint to them instead.

USEFULNESS AND VERSATILITY: 13/15

The posters need to be laminated to protect them.

ADDITIONAL COMMENTS:

The posters could be used in all the elementary grades.

TITLE | HOW THINGS ARE MADE

CE

Grades 4-6

PUBLISHER | Eye-Gate House
146-01 Archer Avenue
Jamaica, New York
11435

YEAR PUBLISHED 1972 COST $ 53.40 Record
54.00 Cassettes

TYPE OF MATERIAL:
This is an audiovisual kit consisting of 4 filmstrips and 4 tapes/records dealing with awareness and orientation.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrips are titled, "Assembling A Car", "Crafting a Chair", "Processing Soup", and "Forming A Can". The material emphasizes the jobs in the industry and the production of the commodity from the raw material to the finished product state. This is done by showing the steps in sequence with emphasis on production techniques.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 40/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There is some commercialism in that companies are mentioned by name but this does not dominate the presentation. There is card stacking propaganda; for example, "Only the best tomatoes are used in Campbell Soup."

ACCURACY: 12/15
The material presents a reliable picture of how these industries function in the 1970's.

APPROPRIATENESS: 8/15
The material is interesting to the students.

VERBAL AND VISUAL FLUENCY: 10/15

USEFULNESS AND VERSATILITY: 10/15

TITLE: DISCOVERY: A CAREER EDUCATION PROGRAM

John Freeman, Dick Lidz

CE

Grades 4-6

PUBLISHER: Scholastic Book Services
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1973 COST $ 135.50

TYPE OF MATERIAL:
This is an audiovisual kit containing 8 filmstrips, 8 cassettes, 1 log and a teacher's guide. The material deals with self-awareness and career awareness.

BRIEF DESCRIPTION OF MATERIAL:
This material concentrates on values, goals and individual careers.

READABILITY GRADE LEVEL:
Dale Chall 7th

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
The material contains sex/role stereotyping with the construction workers men and the office workers women. One of the three reviewing teachers did not feel this bias was unacceptable.

ACCURACY: 12/15
The salary referred to is now below average.

APPROPRIATENESS: 12/15
The material may be integrated with social studies and language arts curriculum. It appears that the student log is inappropriate for this grade level because of the reading difficulty.

VERBAL AND VISUAL FLUENCY: 8/15

The filmstrips are too long and redundant. The audio portion is monotonous. The log is well done and makes for excellent discussions.

USEFULNESS AND VERSATILITY: 11/15

The teachers did not know the cost of the material when they evaluated it, but felt that if the cost was high, the material was not worth the expense.

ADDITIONAL COMMENTS:

The material is also appropriate for Junior High School.

TITLE, MARTHA ANN AND THE MOTHER STORE

Nathaniel and Betty Jo Charnley

CE

Grades 4-6

PUBLISHER Harcourt Brace Jovanovich, Inc.
Guidance Associates
Pleasantville,
New York
10570

YEAR PUBLISHED 1973 COST $ 4.95

TYPE OF MATERIAL:
This is a 28 page book which deals with values.

BRIEF DESCRIPTION OF MATERIAL:
This is a short story of a girl who wants a perfect mother. When she trades her own mother in for a series of new ones at the mother store, she discovers that perfection is a strange thing. The feeling of love can be more important. The book stresses decision-making, organization and self-awareness.

READABILITY GRADE LEVEL:
Spache 2.7

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 14/15
The material is presented clearly and concisely. The home situation is the only mother/daughter situation presented.

APPROPRIATENESS: 13/15
The book is most appropriate for fourth and fifth graders.

VERBAL AND VISUAL FLUENCY: 14/15
The line drawings in the book are excellent.

USEFULNESS AND VERSATILITY: 12/15
It seems to be a "girl's" book.

ADDITIONAL COMMENTS:
The book may be used successfully in all the elementary grades providing it is read to younger children.

TITLE | CAREER DISCOVERIES - PEOPLE WHO CREATE ART | CE

Grades 4-6

PUBLISHER | Guidance Associates
Pleasantville
New York
10570

YEAR PUBLISHED 1972 COST $ 42.50 Records
52.50 Cassettes

TYPE OF MATERIAL:
This is a series of audiovisual kits containing 4 filmstrips, 4 records or cassettes and a teacher's guide. The material deals with career education.

BRIEF DESCRIPTION OF MATERIAL:
This kit presents an introduction to the careers in the area of Fine Arts. The specific careers of puppetry, musicians and designer are handled in greatest depth.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 58/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 15/15
The material is narrow in its definition of people who create art and could have included more careers. Nevertheless, content presented is accurate.

APPROPRIATENESS: 15/15
Suitable for grade level and worthwhile subject.

VERBAL AND VISUAL FLUENCY: 14/15
The presentation could have been more stimulating.

USEFULNESS AND VERSATILITY: 14/15

The material can be used with specific subject areas such as art, music, dance and theater. The puppetry section especially may be appropriate for kindergarten. Junior high students may also profit from some of the material.

ADDITIONAL COMMENTS:

Only half of the kit was evaluated because the musician and playground designer cassettes were unavailable.

TITLE MODERN WORKERS FOR CAREER AWARENESS

CE

Grades 4-6

PUBLISHER Instructor Publications, Inc.
P.O. Box 6108
Duluth, Minnesota
55806

YEAR PUBLISHED _____ COST $ 4.25

TYPE OF MATERIAL:
A set of 8 cards, 8" by 12" in size, with material on both sides, enclosed in a transparent plastic envelope.

BRIEF DESCRIPTION OF MATERIAL:
15 career clusters are pictured and described, each on one side of a card, with a 12" by 12" illustration of a person at work on a job from that cluster and a 6" by 12" narrative describing the job and the skills needed to do it.

READABILITY GRADE LEVEL:
Not applicable

OVERALL RATING:
EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable
This has some sex-role stereotyping, but it was not considered serious enough to affect the overall effectiveness of the material.

ACCURACY: 15/15
The information is accurate and detailed. Each card provides a capsule view of an occupation, working conditions, education and training required for the job, and advantages and disadvantages of the job. A great deal of content is presented in six paragraphs.

APPROPRIATENESS: 11/15

One of the three reviewing teachers judged the material appropriate and well presented for the target population, with sufficient but not overly detailed information provided. However, the other two teachers were concerned about the level of difficulty of the content, and thought it would require participation of the teacher to help in the reading and discussion. One commented that there was too much information and the printing was too small for this age group.

VERBAL AND VISUAL FLUENCY: 12/15

The pictures are clear and easily understood. However, there is nothing exciting about these black and white illustrations on a one color background. The material is well-organized, developed logically and by theme, and provides enough information to stimulate thought and discussion.

USEFULNESS AND VERSATILITY: 11/15

The material can be used in a variety of settings and for various purposes, such as an introduction to the career clusters, to provide specific career information, stimulate motivation, etc. However, teacher assistance would be required for all except the above-average student in 4-6 Grade classes.

ADDITIONAL COMMENTS:

Might be more appropriate for Grades 7 and above.

TITLE FINDING YOUR ORBIT

Haldeman, Hoffman, Moore and Thomas

CE

Grades 7-8

PUBLISHER Chronicle Guidance Publications, Inc.
Moravia
New York
13118

YEAR PUBLISHED 1971 COST $ 1.50 per set

TYPE OF MATERIAL:

This material consists of a Student Workbook and Summary Sheets dealing with self-awareness and career awareness. Price is lower when large quantities are ordered.

BRIEF DESCRIPTION OF MATERIAL:

The student workbooks and reference material (D.O.T.'s) help a student learn about himself - his abilities, interests and aptitudes.

READABILITY GRADE LEVEL:

Frye 12-13 plus

OVERALL RATING:

UNACCEPTABLE 25/60

SUMMARY OF RATINGS:

BIAS: Unacceptable

All three reviewing teachers mentioned that there is sex/role stereotyping in the material and also evidence of job denigration.

ACCURACY: 7/15

The content is outdated-with vague statements about occupational requirements and outmoded ideas about jobs. For instance, some occupations are referred to as "routine" (bookkeeper, laundress, kennelman, etc.) and some as "abstract" (editorial writer, astronomer, puppeteer, etc.)

APPROPRIATENESS: 6/15

The vocabulary and structure of the material is too difficult for this age student. The student cannot accomplish the objective of knowing himself/herself better because of an inability to understand the workbook.

VERBAL AND VISUAL FLUENCY: 5/15

The workbook is cluttered with too much material covered in too little space.

USEFULNESS AND VERSATILITY: 7/15

Only students who are good readers can use the material independently. It does not lend itself to other subject areas.

TITLE | VALUES/ADVERTISING: CREATIVE TEACHING UNIT

CE

Grades 7-8

PUBLISHER | Scholastic Magazines and Book Services
50 West 44th Street
New York, New York

YEAR PUBLISHED 1971 COST $ _____

TYPE OF MATERIAL:
This is an envelope of materials containing a poster, student advertising cards plus a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
The material introduces basic concepts in advertising.

READABILITY GRADE LEVEL:
Not Available

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There is no bias noticeable in the material.

ACCURACY: 12/15
The material seems accurate and complete for the 7th and 8th grade level. By over-exaggerating methods in advertising, the material makes it easier for students to identify with advertising techniques and gimmicks.

APPROPRIATENESS: 12/15
The material is relevant to the present focus on consumer education.

VERBAL AND VISUAL FLUENCY: 12/15

The material is challenging, stimulating and well-organized. The photo posters are in black and white.

USEFULNESS AND VERSATILITY: 12/15

The material can be adapted to various classroom organizational patterns and is useful with students with a variety of abilities.

ADDITIONAL COMMENTS:

The material can be used with high school students also.

TITLE | CAREER CHOICES FOR THE 70'S

Arnold Arnold

CE

Grades 7-8

PUBLISHER | P.F. Collier, Inc.
Subs. of McMillan, Inc.
866 Third Avenue
New York, New York
10022

YEAR PUBLISHED 1971 COST $ 4.95

TYPE OF MATERIAL:
This is a reference book on careers, 147 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
The book gives realistic information pertaining to career decisions, personal interests, goals and values. It discusses the need to ask for advice from parents and guidance counselors. It helps students to realize the need for different types of education (college, apprenticeship) in preparing for different careers. It is organized by specific groups--girls, minorities and men. Women are encouraged to prepare themselves for work outside the home for some period of their lives. The book leans heavily on values clarification and methods of personal assessment. It includes names and addressed of schools, and technical and on-the-job training in companies, covering many career areas.

READABILITY GRADE LEVEL:
Dale Chall 10

OVERALL RATING:
USEFUL 36/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Information pertaining to racial and minority problems in obtaining jobs is provided in realistic, unbiased manner. One reviewer noted that homemaking was not recognized as a satisfying career possibility for some persons.

ACCURACY: 13/15

Very up-to-date information. Well documented, clear and complete. Encourages students to get more information from sources listed, along with addresses, in the volume.

APPROPRIATENESS: 7/15

The vocabulary and language is difficult for many junior high students. Only accelerated junior high students would be able to use the book on their own. It is aimed at a higher reading and understanding level than junior high.

VERBAL AND VISUAL FLUENCY: 8/15

The text is well organized and not very stimulating. There are no visuals, which detracts from potential interest of the materials. The print is small and closely written and the concepts are abstract.

USEFULNESS AND VERSATILITY: 8/15

The text gives useful information specifically dealing with females and minority groups. However, its use would probably be limited to fast track junior high students and high school students.

TITLE | HORIZONS UNLIMITED - 6th Edition

CE

Grades 7-8

PUBLISHER | American Medical Association
535 North Dearborn Street
Chicago, Illinois
60610

YEAR PUBLISHED 1969 COST $ _____

TYPE OF MATERIAL:
Textbook of 134 pages.

BRIEF DESCRIPTION OF MATERIAL:
This paperback book is divided into two parts, the first dealing with medicine as a career and the second with allied careers. Part I provides details about medicine as a career, containing a description of the field, educational requirements, choosing a college and applying to medical school. Part II gives details about allied careers, including rehabilitation, medical social work, medical technology, radiologic technology, nursing, supportive hospital jobs, diatetics and nutrition, and medical office work.

READABILITY GRADE LEVEL:
Dale Chall 13-15. College

OVERALL RATING:
USEFUL 37/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although generally acceptable, it was noted that the doctors were portrayed as men. However, a token comment was made about the changing scene.

ACCURACY: 11/15
The material is sometimes insufficiently detailed, but it is well arranged and good resources and references are shown and listed.

APPROPRIATENESS: 9/15

The material is too complex for the target population of 7th and 8th graders. Language is too difficult for all but the best readers.

VERBAL AND VISUAL FLUENCY: 9/15

Illustrations in the form of photographs are ample and interesting. The text is well organized.

USEFULNESS AND VERSATILITY: 8/15

This book would have limited use as a reference book for students at this level, planning a career in medicine or allied field. It would be more useful for highly motivated high school students.

TITLE | CAREER WORLD

Dr. Darryl Laramore (Editor)

CE

Grades 7-8

PUBLISHER | Curriculum Innovations, Inc.
Highwood
Illinois
60040

YEAR PUBLISHED 1972 COST $ 2.95 per student per year

TYPE OF MATERIAL:

This is a monthly magazine of about 32 pages dealing with career education.

BRIEF DESCRIPTION OF MATERIAL:

This is a monthly magazine that treats general career education concepts. It has an accompanying teacher's guide with suggestions for implementation. The student receives 9 issues per year.

READABILITY GRADE LEVEL:

Frye 11th. The material is very inconsistent (6, 11, 16 plus).

OVERALL RATING:

EXCELLENT 51/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The material presents workers of all ages and backgrounds. It mentions that careers are open to all kinds of people.

ACCURACY: 14/15

The periodical presents very detailed and current information in an objective and accurate manner. It does not try to influence students but to inform them about various career choices and opportunities. Statistics from the Department of Labor keep the information up to date. The periodical also draws on information from labor unions and national associations. Names and addresses of places to write for further information are placed at the ends of the feature articles.

APPROPRIATENESS: 12/15

There is a great variety in the subjects of the articles, so the interests of most students would be served. The vocabulary would hinder the use of the magazine by slow readers on an individual basis. The games provided in each issue are appropriate for the students.

VERBAL AND VISUAL FLUENCY: 11/15

The magazine format is appealing since it enables students to read what they choose. It would be motivating to students who have no trouble reading the material.

USEFULNESS AND VERSATILITY: 14/15

The magazine is a good value for the cost (about 30¢ per issue per student). It can be used by the student in an individual situation or in small or large groups. The activities in the teacher's guide help the teacher gear the magazine to the appropriate organizational pattern.

ADDITIONAL COMMENTS:

All four reviewing teachers felt the magazine would be appropriate for high school students as well.

TITLE: WORK AND CAREER-FINDING YOUR WAY IN THE U.S. ECONOMY
D. Thompson & R. Whinfield

CE

Grades 7-8

PUBLISHER: Xerox Corporation
Middletown
Connecticut

YEAR PUBLISHED 1973 COST $ .40 each

TYPE OF MATERIAL:
The material is a student manual, 60 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
The text of this manual deals with attitudes, awareness and skills needed to find a job.

READABILITY GRADE LEVEL:
Dale Chall 9

OVERALL RATING:
UNACCEPTABLE 32/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although considered acceptable, two of the three reviewing teachers felt the material showed white, male dominance.

ACCURACY: 8/15
Negative aspects of some careers are exaggerated.

APPROPRIATENESS: 9/15
Materials could be used to define needs for work on a variety of skills and attitudes necessary for job entry. Too much reading for the average student.

VERBAL AND VISUAL FLUENCY: 6/15

The stories are overly long and the presentation is wordy and dull. The themes seem recurrent. The material poses problems in arousing student interest due to lack of pictures and graphics.

USEFULNESS AND VERSATILITY: 9/15

Might be useful as a supplement. It contains parts that could be used for social studies, and could be good for discussion with illumination by teacher. Attitude descriptions are valuable for teacher's own use.

TITLE: CAREER DISCOVERIES: PEOPLE WHO WORK IN SCIENCE

CE

Grades 7-8

PUBLISHER: Guidance Associates
41 Washington Avenue
Pleasantville, New York
10570

YEAR PUBLISHED 1972 COST $ 40.00 Per Kit

TYPE OF MATERIAL:
This is an audiovisual kit consisting of 4 filmstrips and 4 records dealing with career education, specifically jobs in science. A teacher's guide is included.

BRIEF DESCRIPTION OF MATERIAL:
This kit offers an overview of jobs in the area of science by showing the student interviews with actual people who hold certain jobs. There are five other kits (which were not reviewed) dealing with additional careers.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The information on the specific jobs is detailed and the traits and aptitudes necessary for each job are presented well. In some cases, the record and the filmstrip are not clear. The record does not always talk about the picture on the filmstrip.

APPROPRIATENESS: 12/15
Some of the vocabulary terms may be difficult for low students and would require explanation by the teacher.

VERBAL AND VISUAL FLUENCY: 13/15

The language is clear and the ideas and concepts are presented in a paced, logical way. One teacher felt that the first filmstrip was narrated too fast.

USEFULNESS AND VERSATILITY: 12/15

The material is expensive for its usefulness as it is not adaptable to change within the presentation.

ADDITIONAL COMMENTS:

The filmstrips could be used in the areas of language arts and sciences.

TITLE | JOBS AND GENDER

CE

Grades 7-8

PUBLISHER | Guidance Associates
41 Washington Avenue
Pleasantville, New York
10570

YEAR PUBLISHED 1971 COST $ 39.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of 2 filmstrips and 2 cassette tapes which deal with career education.

BRIEF DESCRIPTION OF MATERIAL:
This material poses the possibilities of different genders in different jobs. It is interspersed with interviews with men and women in non-typical sex/role positions.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT: 59/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There is no evidence of bias in the material.

ACCURACY: 14/15
The filmstrip is very contemporary and objective.

APPROPRIATENESS: 15/15
The language and content are appropriate for this grade level and the content is timely.

VERBAL AND VISUAL FLUENCY: 15/15
The graphics and editing are both excellent.

USEFULNESS AND VERSATILITY: 15/15
This filmstrip can be used extensively in career education programs. It has applications to almost any subject matter area.

TITLE: THE JOBS YOU GET

R. H. Turner

CE

Grades 7-8

PUBLISHER: Follett Publishing Company
New York University Press
New York, New York

YEAR PUBLISHED 1962 COST $ .90

TYPE OF MATERIAL:
Workbook

BRIEF DESCRIPTION OF MATERIAL:
This workbook stresses reading comprehension through following the everyday experiences of two teenagers who are having their initial experiences with the world of work.

READABILITY GRADE LEVEL:
Dale Chall 5

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material was considered free of bias by the reviewers, although one of the six teachers felt that there was some sex-role stereotyping.

ACCURACY: 12/15
The material is slightly outdated.

APPROPRIATENESS: 12/15
The material is appropriate for the lower level reader. It contains many reading skill exercises.

VERBAL AND VISUAL FLUENCY: 12/15
The book lacks pictures.

USEFULNESS AND VERSATILITY: 12/15
One of the teachers reported that his workbook had proven to be an excellent asset in working with students with special needs.

TITLE: CAREER OPPORTUNITIES-ECOLOGY, CONSERVATION AND ENVIRONMENTAL CONTROL

CE

Grades 7-8

PUBLISHER: J. G. Ferguson Publishing Company
Chicago
Illinois

YEAR PUBLISHED 1971 COST $ 6.95

TYPE OF MATERIAL:
This is a 211 page textbook which describes careers in the environmental and conservation fields.

BRIEF DESCRIPTION OF MATERIAL:
This book thoroughly lists all the major technical levels of jobs in the environmental fields. The book gives the entry levels, the types of jobs, and the preparation needed. The working conditions and the future possibilities in the field are shown. There is also information given regarding the salaries for the jobs.

READABILITY GRADE LEVEL:
Dale Chall 10th. The vocabulary is very difficult.

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There are very few pictures of women or blacks in the job situations. The text, however, mentions that companies look for both men and women to fill certain jobs.

ACCURACY: 12/15
The book gives excellent descriptions of job tasks, training needed, working conditions and the personal qualities required for certain jobs.

APPROPRIATENESS: 10/15

The book is written in an interesting manner, but would require some explanations of difficult vocabulary - the difference between a technician and a technologist for example.

VERBAL AND VISUAL FLUENCY: 12/15

USEFULNESS AND VERSATILITY: 9/15

This book is a good reference for teachers as a resource or can be used in a teacher directed activity. It would be difficult for a student at this level to use the book totally on his own. The salary information may not be useful because it may be outdated already.

ADDITIONAL COMMENTS:

The book is a good value for the money because it is an excellent resource book. It also would provoke interesting student discussion.

TITLE: ALL IN A DAY'S WORK
M. L. Baygell and A. Ackerman

CE

Grades 7-8

PUBLISHER: Globe Book Company
175 Fifth Avenue
New York, New York
10010

YEAR PUBLISHED 1974 COST $ 1.85

TYPE OF MATERIAL:
This is a 200 page textbook which deals with career awareness.

BRIEF DESCRIPTION OF MATERIAL:
This book contains a series of experiences dealing with a variety of careers. There is skill development assigned to each story as well as a list of related careers to those found in each story. The related list is at the back of the book.

READABILITY GRADE LEVEL:
Dale Chall 5th.

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Although it would be impossible to show both sexes in every job opening, there is sufficient representation of both sexes to be acceptable.

ACCURACY: 10/15
One of the three reviewing teachers felt that the book does not identify jobs accurately and that it does not depict the skills or attitudes necessary for the job market. The other two teachers felt that the material was accurately presented.

APPROPRIATENESS: 10/15

The book seems to be appropriate only for the low achiever at this grade level. The material will not challenge the average student.

VERBAL AND VISUAL FLUENCY: 10/15

Two of the reviewing teachers felt that the illustrations are excellent. The third teacher felt that the narration and the illustrations depicted unreal situations in the job market - things that may happen "once in a million".

USEFULNESS AND VERSATILITY: 9/15

Two of the reviewing teachers felt that the usefulness of the book is limited by its appropriateness for the low level student only. The third teacher felt that the book would serve as an excellent tool to reinforce reading comprehension.

ADDITIONAL COMMENTS:

The book is a paperback book. There was quite a bit of discrepancy among the opinions of the three reviewing teachers regarding this book. Two teachers rated it toward the top of the scale in most areas and the third rated it consistently in the low range.

TITLE JOBS THAT HELP THE CONSUMER AND THE HOMEMAKER

Gilda Beiger

CE

Grades 7-8

PUBLISHER Lothrop, Lee & Shepard Company
New York
New York

YEAR PUBLISHED 1974 COST $ 5.50

TYPE OF MATERIAL:
Reference book of 95 pages.

BRIEF DESCRIPTION OF MATERIAL:
Each chapter deals with a career, describing a typical worker, how to prepare for the job, and what to expect once you have started. A want ad precedes each chapter as a vehicle for introducing the career. This book is one of a set of fifteen books covering various career clusters.

READABILITY GRADE LEVEL:
Dale Chall 7th. Very uneven, depending upon the particular career being described. Some careers have more highly specialized vocabulary than others.

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:
BIAS: Acceptable
No bias. All age levels, both sexes, blacks and whites are pictured.

ACCURACY: 14/15
The material is up to date. Career education specialists were used as consultants. Sources of further information which are listed will assist in keeping the book's information current.

APPROPRIATENESS: 13/15

The careers are covered well enough to gain the interest of 7th and 8th grade students and the additional sources of information which are provided, might encourage students to look further afield for more information.

VERBAL AND VISUAL FLUENCY: 14/15

The material is presented in story form, using individuals and their real life experiences, which make it easy for 7th and 8th graders to relate to the person or job described. Each job description is emphasized with a line around it enclosing it in an offset box at the beginning of each chapter. At least one picture per occupation is included. The material is precise, and easy reading.

USEFULNESS AND VERSATILITY: 11/15

The book is very versatile in that the whole text of it can easily be read and utilized by students according to their interest and ability. Somewhat expensive for length.

TITLE: BEHIND THE SCENES IN A CAR FACTORY

Leon Harris

CE

Grades 7-8

PUBLISHER: J. B. Lippincott Company
P.O. Box 7758
Philadelphia
Pennsylvania
19101

YEAR PUBLISHED 1972 COST $ 3.50

TYPE OF MATERIAL:
Resource book.

BRIEF DESCRIPTION OF MATERIAL:
Brief text passages and pictures describe the jobs and processes involved in the design, testing, manufacture of parts, assembly, etc., advertising and sales of an auto. Management and allied practices are also discussed.

READABILITY GRADE LEVEL:
Dale Chall 10

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Both men and women are shown on the assembly line, but managers are males. Few minority groups are shown. The material might tend to glamorize this type of work.

ACCURACY: 11/15
The job descriptions are very general. Very little specific career information is provided.

APPROPRIATENESS: 12/15
No target population is specified. The material provides an excellent overview of the auto industry for 7th - 9th graders. There are interesting pictures with well-written captions.

VERBAL AND VISUAL FLUENCY: 12/15

This is a general overview and does not go into depth. There are many photos with explanatory material, generally on the same page. The print is large. Although there are numerous pictures, the photos are in black and white which detracts from their potential value to stimulate interest.

USEFULNESS AND VERSATILITY: 10/15

This is a good resource material rather than a text.

TITLE HELLO WORLD! A CAREERS EXPLORATION PROGRAM

R.L. Holloway, E. H. Stowe

CE

Grades 7-8

PUBLISHER Field Educational Publications
2400 Hanover Street
Palo Alto, California
94504

YEAR PUBLISHED 1973 COST $ _____

TYPE OF MATERIAL:
Ten soft covered books of approximately 159 pages each.

BRIEF DESCRIPTION OF MATERIAL:
Each book describes a different cluster of jobs, such as environmental services, business, technical services, etc.

READABILITY GRADE LEVEL:
Frye 8-10

OVERALL RATING:
USEFUL 36/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Absolutely no bias noted.

ACCURACY: 12/15
Up to date and sufficiently detailed.

APPROPRIATENESS: 9/15
The language used is very difficult; some of the words are job-oriented and not in current use. Both difficult to understand and lacking in challenge.

VERBAL AND VISUAL FLUENCY: 7/15

Too much print, long paragraphs, with little visual appeal. The pictures do not go along well with the conversations.

USEFULNESS AND VERSATILITY: 8/15

May be useable in sections for students who are interested in a specific occupation or as a reference book.

TITLE | SCOPE VISUAL 16 - CAREER CROSSWORD
M. L. Chancy and J. Schapiro

CE

Grades 7-8

PUBLISHER | Scholastic Book Services
900 Sylvan Avenue
Englewood Cliffs, New Jersey
07632

YEAR PUBLISHED 1973 COST $ 9.00

TYPE OF MATERIAL:
This material is a series of 16 crossword puzzles.

BRIEF DESCRIPTION OF MATERIAL:
The crossword puzzles deal with finding out your interests, filling out applications, helping and guiding people, serving the public, getting ready for a job, part-time jobs, mass communication, office occupations, working with plants and animals, skilled trades, job benefits, health sciences, science and technology, the performing arts, and jobs of the future.

READABILITY GRADE LEVEL:
Not Applicable. Impossible to compute. Guide states it is written for 4th to 6th grade reading level.

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:
BIAS: Acceptable
None detected.

ACCURACY: 12/15
Simple language, well-organized, easily understood.

APPROPRIATENESS: 13/15
Might prove a handicap for non-readers, but it is slated for junior high students reading on a lower level.

VERBAL AND VISUAL FLUENCY: 13/15

USEFULNESS AND VERSATILITY: 14/15

Can be used effectively with slow learners, regular or advanced students, according to age. Teacher's guide helps by suggesting additional career games.

ADDITIONAL COMMENT:

"Kids love these puzzles", was comment from one teacher who has used them in her class.

TITLE | POPULARITY PROBLEMS OF YOUNG TEENS

CE

Grades 7-8

PUBLISHER | Society for Visual Education
1345 Diversay Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1970 COST $ 38.50 Records
42.30 Cassettes

TYPE OF MATERIAL:
The material consists of four color filmstrips and two records or cassettes.

BRIEF DESCRIPTION OF MATERIAL:
The material deals with the junior high school student's self awareness, relationships with peers, peer pressure, and the art of knowing oneself.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Questionable
Racial bias was noted by all of the teachers due to the grouping procedure used, showing all white groups and all black groups of students. Differences in verbal expression of different racial groups also was evident. Task force group of four teachers were divided as to degree of acceptability.

ACCURACY: 12/15

APPROPRIATENESS: 10/15
The material can be used effectively in a general 7th grade health class. Appropriate for junior high school students since they are concerned with popularity, friends and the need to belong.

VERBAL AND VISUAL FLUENCY: 12/15

The students were able to relate well to the characters in the filmstrip.

USEFULNESS AND VERSATILITY: 10/15

Can be used effectively in health and guidance classes. Also could be used in the classroom as a whole, in small discussion groups or on an individual basis. The material lends itself to role playing, etc.

ADDITIONAL COMMENTS:

A similar series is available entitled, "Popularity Problems of Older Teens".

TITLE | COMMUNICATIONS AND MEDIA

CE

Grades 7-8

PUBLISHER | Westinghouse Learning Corporation
770 Lucerne Drive
Sunnyvale, California
94086

YEAR PUBLISHED 1973 COST $ _____

TYPE OF MATERIAL:
Fifteen filmstrips with audio tapes

BRIEF DESCRIPTION OF MATERIAL:
The tape filmstrip units cover 15 occupational clusters with the field of communications and media.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable
No apparent bias was detected. Women, racial minorities and different age groups are depicted at different levels of employment, which may be more idealistic than realistic.

ACCURACY: 13/15
The content seems to be current and correct. Illustrations show modern equipment in contemporary surroundings. Dress, speech patterns and general subject matter all seem up-to-date.

APPROPRIATENESS: 11/15
The material seems good for use with Grades 7 to 12.

VERBAL AND VISUAL FLUENCY: 11/15

The information is well organized. There are some irrelevant pictures, but this is not entirely objectionable. The fluency of the presentation is quite good. However, occupational units within a cluster are not specifically separated. It might be necessary for the teacher to indicate points of separation.

USEFULNESS AND VERSATILITY: 11/15

The tape and filmstrips are not packaged together and could become separated. The audio-visual format allows for use in a variety of situations. The material could be used in social studies classes.

TITLE: FOCUS ON FOOD

L. B. Peck, L. Moragne, M.S. Sickler, E. O. Washington

CE

Grades 7-8

PUBLISHER: Webster Division, McGraw-Hill Publishing Company, Princeton Road, Heightstown, New Jersey 08520

YEAR PUBLISHED 1974 COST $ _____

TYPE OF MATERIAL:
Textbook; one chapter entitled "Careers for You in Food and Nutrition" was reviewed.

BRIEF DESCRIPTION OF MATERIAL:
The text provides basic information on nutrition, relating good health to students' physical, emotional and intellectual functioning. Included in the book are consumer information, principles of food preparation, technological changes in food and equipment and entertaining. The latest topics of information covered are ecology, world health, as well as cultural, social economic and religious information in relation to food.

READABILITY GRADE LEVEL:
Dale Chall 5

OVERALL RATING:
EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The book was praised for including a variety of societies, ages, races and ethnic groups.

ACCURACY: 14/15
As a food texbook the material is excellent. One chapter is devoted to careers in the food industry.

APPROPRIATENESS: 12/15

Both men and women are shown at all levels of employment within the food industry. Their jobs require a range of levels of preparation from on-the-job training to college preparation. The need is stressed for guidance in selecting high school courses.

VERBAL AND VISUAL FLUENCY: 13/15

The text is colorful and attractive, in story form. Newspaper ads for jobs were shown in the book. The chapters are short, which may cause the book to seem a little cluttered.

USEFULNESS AND VERSATILITY: 10/15

Would not be very useful for low level readers, unless individualized instruction were available. Of most use to teachers and students motivated by interest in the content area.

TITLE: TEXTILES: A GOOD PLACE TO GROW

CE

Grades 7-8

PUBLISHER: American Textile Manufacturers Institute, Inc.
1501 Johnston Building
Charlotte, North Carolina
28281

YEAR PUBLISHED 1974 COST $ 4.00

TYPE OF MATERIAL:
This is an audiovisual kit consisting of a 58 frame color filmstrip and a record which deals with career education - specifically, the textile industry.

BRIEF DESCRIPTION OF MATERIAL:
This material introduces the student to the range of career opportunities in the textile industry. Employees describe their jobs, educational background, future opportunities and the advantages and disadvantages of their jobs. The great variety of skills and talents employed in the total textile industry is emphasized.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The filmstrip shows a black male in a position of responsibility, a woman mechanic who is very pleased with her job, and workers with a variety of geographical accents.

ACCURACY: 14/15
The material is detailed and complete in terms of the jobs shown. The jobs are described well verbally, but not enough of the action of the job is shown. This is probably due to the fact that the pictures are still rather than moving.

APPROPRIATENESS: 11/15

There is not enough activity visually for the 7th and 8th grade student. The material may be more appropriate for the student who has traveled.

VERBAL AND VISUAL FLUENCY: 10/15

There is not enough visual action for this age student. There are also a great many southern accents in the narration.

USEFULNESS AND VERSATILITY: 12/15

The material is very inexpensive and can be used by the student individually or in a group situation.

ADDITIONAL COMMENTS:

This material is long and wordy for this level student and there is not enough visual action. There is a 16 mm film available from the textile industry which has more activity and deals with the same subject. The film is called "101 Does Its Bit" and is available at a small cost.

TITLE SCOPE VISUALS 13 TV2463

Jerry Schapiro

CE

Grades 7-8

PUBLISHER Scholastic Book Services
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1973 COST $ 4.50

TYPE OF MATERIAL:
This is a book of ditto masters and transparencies.

BRIEF DESCRIPTION OF MATERIAL:
This book contains ditto masters and transparencies for job application, social security forms, credit application, driver's license, savings and checking accounts, etc.

READABILITY GRADE LEVEL:
Dale-Chall 10.6 (The material varies from 7-16+ grade level. The score was inflated by two specific sentences in one of the passages).

OVERALL RATING:
EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The content consists mainly of standard application forms which are regulated by law to prevent all types of bias.

ACCURACY: 15/15
The content is the original source.

APPROPRIATENESS: 10/15
Clarification of words and terms is needed.

VERBAL AND VISUAL FLUENCY: 12/15

Application forms are not necessarily stimulating or interesting, but they are certainly a part of reality.

USEFULNESS AND VERSATILITY: 12/15

The forms are applicable to all students, but students' level of skills should be taken into consideration.

TITLE: CAREER INSIGHTS AND SELF AWARENESS GAMES

Harold Munson and Gilbert C. Gockley

CE

Grades 7-8

PUBLISHER: Houghton-Mifflin Publishing Company
Pennington-Hopeville Road
Hopewell, New Jersey
08525

YEAR PUBLISHED 1973 COST $ 36.00

TYPE OF MATERIAL:
This material consists of five booklets of games, a flannel board with cardboard appliques, optional ditto masters and a teacher's guide with supplementary activities.

BRIEF DESCRIPTION OF MATERIAL:
This material consists of puzzles and games which deal with career orientation and self awareness.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Since this material deals mainly with values and is geared to the individual student, it does not include actual situations that could show bias.

ACCURACY: 12/15
The material is objective and accurate. The directions are very detailed and complete. At times the directions are so complete that the teacher would need to interpret them for the students.

APPROPRIATENESS: 12/15
The "life" situations confronted in this game are relevant to students at this age level. The material requires teacher direction to be appropriate because of the difficulty of the vocabulary.

VERBAL AND VISUAL FLUENCY: 12/15

Each of the game books has a similar game sequence organization so the use of the material becomes easier as the student progresses. The material is challenging and stimulating since the time recommended to play the games-15 minutes each-is appropriate to the grade level.

USEFULNESS AND VERSATILITY: 10/15

The versatility is directly related to the way the teacher chooses to use the game. It is best suited for small groups of student with teacher direction. There are a great many loose items with the games and even though there are plastic bags for storage, the handling and organization of the material is not easy.

ADDITIONAL COMMENTS:

All four reviewing teachers felt that this material could be used at the secondary level with a few modifications to make the games operate at a more mature level.

TITLE EDUCATION FOR OCCUPATIONS

CE

Grades 7-8

PUBLISHER Eye-Gate House
146-01 Archer Avenue
Jamaica, New York
11435

YEAR PUBLISHED 1972 COST $ 80.00 Cassettes

79.00 Records

TYPE OF MATERIAL:

Set of eight filmstrips which are used with either four cassette tapes or four records, and which are available individually.

BRIEF DESCRIPTION OF MATERIAL:

Possibilities for full and part-time employment are presented. Occupations requiring manual skills, rather than advanced higher education are shown.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Three of six teachers who reviewed this test felt that there was some sex-role stereotyping. For example, only men are shown as garage mechanics. However, the material was considered generally acceptable for classroom use.

ACCURACY: 13/15

Although the materials were considered realistic and correct in the information they presented, more attention was given to the educational requirements for the jobs than to the jobs themselves. Individual traits such as reliability and punctuality were stressed.

APPROPRIATENESS: 13/15

It was noted that these materials were appropriate for non-regents students and target groups that do not expect to continue their education beyond high school.

VERBAL AND VISUAL FLUENCY: 13/15

Clear, simple and fluent.

USEFULNESS AND VERSATILITY: 11/15

The reviewers felt that these materials were more expensive than other similar materials. However, materials for occupations which do not require a college degree are limited.

TITLE EXPLORING CAREERS IN INDUSTRY - 2nd Edition

W.R. Miller, M.E. Maddox, L.B. Smith

CE

Grades 7-8

PUBLISHER McKnight Publishing Company
Dist. by: Taplinger Publishers
200 Park Avenue South
New York, New York 10003

YEAR PUBLISHED 1975 COST $ 7.98

TYPE OF MATERIAL:
Hard-cover test of 412 pages.

BRIEF DESCRIPTION OF MATERIAL:
The book is described by the reviewers as a shop textbook with limited information in the area of career education. Pictures in color.

READABILITY GRADE LEVEL:
Dale-Chall 9

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Minority groups and women shown represented at all levels of employment.

ACCURACY: 13/15
As a textbook, material is accurate and well covered, but there is limited information for the purposes of career education.

APPROPRIATENESS: 10/15
Considered most appropriate for 9th Grade level and above due to the level of difficulty of the reading material.

VERBAL AND VISUAL FLUENCY: 12/15

Text contains a wide variety of information pertaining to an overview of industry along with color pictures which are well done for a textbook.

USEFULNESS AND VERSATILITY: 10/15

Could be used as a text in high school and as a reference book for junior high students.

TITLE CAREER EXPLORATORY KIT

CE

Grades 7-8

PUBLISHER Careers, Incorporated
P.O. Box 135
Largo, Florida
33540

YEAR PUBLISHED _____ COST $ 85.00

TYPE OF MATERIAL:

A set of 450 cards and pamphlets describing careers. The cards are 5 x 8 and stored in a file box. Price includes the above set plus a one-year subscription to the Exploratory Service to keep kit up to date.

BRIEF DESCRIPTION OF MATERIAL:

Some cards give a short overview of the industry. All cards give duties, working conditions, requirements, training, hours (and sometimes wages), employment outlook, advantages, disadvantages and related jobs or careers. Some cards indicate an address for further information.

READABILITY GRADE LEVEL:
Dale Chall 11

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
Job descriptions appear to be accurate, but wages are out-of-date. However, the subscription service would probably aid in making this generally current.

APPROPRIATENESS: 11/15

7th and 8th graders may run into difficulty because of the reading level of the material, but could enjoy the basic format for career orientation.

VERBAL AND VISUAL FLUENCY: 12/15

Although there are no eye catching visuals, the paragraphs are short and arranged in logical order. The titles of each paragraph (each new thought) are in bold type and references for further information are at the end.

USEFULNESS AND VERSATILITY: 12/15

The cards are packaged for easy handling. Individual cards may be selected by students according to their interests.

ADDITIONAL COMMENTS:

Publisher lists kit as a junior high career guidance service. Since student is likely to read only cards of special interest, readability may not be a major problem.

TITLE OCCUPATIONAL BRIEFS

CE

Grades 7-8

PUBLISHER Chronicle Guidance Publications, Inc.
Moravia
New York
13118

YEAR PUBLISHED 1965 COST $ .50 each

100.00 Complete set

TYPE OF MATERIAL:

These 490 pamphlets which are available individually or bound in four volumes.

BRIEF DESCRIPTION OF MATERIAL:

Occupational Brief on Dressmaking was reviewed. This is a four page pamphlet which explains the career of dressmaking in detail. Included are explanations of work performed, wages, working conditions, personal requirements, determination of attitudes and interests, advantages and disadvantages of the profession, job outlook, methods of entry and related jobs. There are also suggestions for further reading.

READABILITY GRADE LEVEL:

Dale Chall 11th. Vocabulary is very difficult and sentences are too long.

OVERALL RATING:

USEFUL: 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The pamphlet mentions that men and women are employed in dressmaking. The picture shows workers who are black, white, young and old.

ACCURACY: 12/15

The briefs are constantly updated and are very complete for a four page "brief".

APPROPRIATENESS: 8/15

The text is too difficult and complex for 7th and 8th grade students. Most of them would probably lack the motivation to read through the whole text. There is only one illustration.

VERBAL AND VISUAL FLUENCY: 13/15

A student would have to be a good reader and be highly motivated to learn more about the career area to read this pamphlet.

USEFULNESS AND VERSATILITY: 7/15

The material can be used by mature and motivated students on an individualized reading basis. It is not very versatile.

ADDITIONAL COMMENTS:

This particular pamphlet could be used with art and design classes. Series as a whole is probably more appropriate for high school classes.

TITLE JOBS IN YOUR FUTURE

Miriam Lee

CE

Grades 7-8

PUBLISHER Scholastic Book Services
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1973 COST $ .90

TYPE OF MATERIAL:
A workbook of 96 pages.

BRIEF DESCRIPTION OF MATERIAL:
Many jobs in the future are shown, which are expected to lead to self awareness on the part of the student and career awareness. Job descriptions of today are given, along with their projected future.

READABILITY GRADE LEVEL:
Dale Chall 5

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There is some sex stereotyping. The wording is male oriented, and most of the illustrations depict men in the various careers. However, the bias was not considered sufficient to warrant discouraging use of the materials.

ACCURACY: 12/15
Some of the information is out-of-date, particularly in regard to salaries and job outlook in the future.

APPROPRIATENESS: 12/15
Although the material is geared to self awareness and career awareness, many of the jobs show the necessity for math competency.

VERBAL AND VISUAL FLUENCY: 14/15

The material is interesting, stimulating and readable.

USEFULNESS AND VERSATILITY: 12/15

It can be used with various levels of students, in classes, small groups or individually. It allows for variety in presentation, as it can be used verbally in class discussions or read to or by the class.

ADDITIONAL COMMENT:

One of the reviewing teachers reported having used the material in the classroom, and that it was considered to be effective and useful with all levels of students in 7th and 8th grade mathematics classes.

TITLE | POLICE CAREERS

CE

Grades 7-8

PUBLISHER | Nassau County Police Department
New York

YEAR PUBLISHED 1973 COST $ Free

TYPE OF MATERIAL:
Pamphlet

BRIEF DESCRIPTION OF MATERIAL:
Police careers and all units of the police department are described. Necessary requirements for police work are itemized.

READABILITY GRADE LEVEL:
Dale Chall 10. Many run-on sentences (;) with specifications contributed to raising this level.

OVERALL RATING:
USEFUL 42/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 12/15
Describes duties briefly in brochure form. Very specific, but more details should have been given.

APPROPRIATENESS: 10/15
Informative and promotes awareness of career opportunities and requirements in specific areas of police work.

VERBAL AND VISUAL FLUENCY: 9/15
Data presented in brief form. Interesting cover, but brochure could be more illustrative.

USEFULNESS AND VERSATILITY: 11/15

Free material. Can be used only once to provide information.

TITLE DROPPING OUT: ROAD TO NOWHERE

CE

Grades 7-8

PUBLISHER Harcourt, Brace, Jovanovich, Inc.
Guidance Associates
41 Washington Avenue
Pleasantville, New York
10570

YEAR PUBLISHED 1964 COST $ 41.50 Records
46.50 Cassettes

TYPE OF MATERIAL:
This is an audiovisual kit consisting of two filmstrips, and cassettes or records and a guide book.

BRIEF DESCRIPTION OF MATERIAL:
This material presents a "hard sell for staying in school". Program focuses on high school diploma as necessary for career patterns now developing.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
The only students who drop out in the filmstrip are male. There is also job denigration evident in the material.

ACCURACY: 11/15
The material is basically accurate but it does not reflect the values of manual type work.

APPROPRIATENESS:
This filmstrip seems to be more appropriate for students who are 15 and older and who are non-regent students.

VERBAL AND VISUAL FLUENCY: 13/15

The filmstrip will reinforce those students who have no intention of dropping out, but may confuse those who are not sure.

USEFULNESS AND VERSATILITY: 11/15

The filmstrip would be useful for a select group of students.

ADDITIONAL COMMENTS:

There is a feeling among the five reviewing teachers that the filmstrip has great merit in spite of the job denigration present in it because it presents many ideas and questions. Publisher emphasizes its appropriateness for high school students.

TITLE: JOBS IN SCIENCE - S.R.A. JOB FAMILY SERIES

CE

Grades 7-8

PUBLISHER: Science Research Associates, Inc.
College Division
1540 Page Mill Road
Palo Alto, California
94304

YEAR PUBLISHED 1970 COST $ 8.00

TYPE OF MATERIAL:
Series of 20 booklets, each with approximately 50 pages.

BRIEF DESCRIPTION OF MATERIAL:
The pamphlet, "Jobs in Science", was reviewed. It provides a definition of science and discusses various types of workers in scientific fields. Five academic areas of science are covered: physics, chemistry, biology, environmental sciences and astronomy. The major fields of work within each academic area are discussed briefly.

READABILITY GRADE LEVEL:
Dale-Chall 11 (Scientific and technical words raise the level, but the sentence structure is also very difficult).

OVERALL RATING:
Unacceptable 30/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although not unacceptable, reviewing teachers noted that there was moderate bias in regard to sex-role stereotyping, with men described as doing the exciting scientific tasks, and women portrayed as technicians or assistants.

ACCURACY: 9/15
The booklet is wordy and tends to deviate from the main point.

APPROPRIATENESS: 8/15

The material is technical and dry and would be appropriate only for a small segment of the target population of 7th and 8th graders.

VERBAL AND VISUAL FLUENCY: 7/15

The technical and complex language and lack of illustrations make the booklet dull. Not well organized.

USEFULNESS AND VERSATILITY: 6/15

Would be limited to academically oriented students with interest in science careers.

ADDITIONAL COMMENTS:

Publisher states that this material is for Grades 7-12. Current catalog seems to indicate a 1975 revision of booklets; if so, material should be re-examined.

TITLE: YOUR WORKING FUTURE: THE TELEPHONE OPERATOR

Joseph A. Kalista, Ph.D.

CE

Grades 7-8

PUBLISHER: Encyclopaedia Britannica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois
60611

YEAR PUBLISHED 1973 COST $ 17.00

TYPE OF MATERIAL:
The material consists of eight separate units on different careers. For each career there is a box containing one tape and one filmstrip.

BRIEF DESCRIPTION OF MATERIAL:
The unit on "Telephone Operator" was reviewed. Making a career choice and the interview procedure was described. The field is narrowed down; the focus is upon a young girl as a telephone operator. The viewer is also made aware of job benefits and fringe benefits.

READABILITY GRADE LEVEL:
Not applicable.

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:
BIAS: Acceptable
The stereotype of the female operator is perpetuated in this filmstrip by portraying women as operators and mostly men appear in supervisory roles. Questionable racial bias in view of the portrayal of the white person helping the black person. Two of the five teachers thought the amount of bias was unacceptable for classroom use.

ACCURACY: 11/15

APPROPRIATENESS: 13/15

The language is appropriate for the junior high school level and the content appropriate for girls.

VERBAL AND VISUAL FLUENCY: 12/15

Several of the frames include more than one picture, which would be difficult for a junior high school student to absorb in the time the frame was shown.

USEFULNESS AND VERSATILITY: 10/15

The material was considered to be useful, but limited in scope because job opportunity is too narrow.

TITLE: PEOPLE AND THE CITY - GETTING JOBS

Eugene Dunlop

CE

Grades 7-8

PUBLISHER: Scott Foresman Company
99 Bauer Drive
Oakland, New Jersey
07436

YEAR PUBLISHED 1972 COST $ .99

TYPE OF MATERIAL:
Reference book of 48 pages.

BRIEF DESCRIPTION OF MATERIAL:
Illustrative colorful paperback describing aspects of job seeking and strategies for job interviews. Role play situations are used.

READABILITY GRADE LEVEL:
Dale-Chall 6

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
Although the information is accurate, the message which is subtly implied--that everyone will get a job--may be misleading.

APPROPRIATENESS: 12/15
Would be most useful for the better readers in junior high and for senior high school students.

VERBAL AND VISUAL FLUENCY: 13/15
Self awareness and value awareness are stressed and possibilities for role play are created.

USEFULNESS AND VERSATILITY: 12/15

It was thought that this material could be easily expanded and would be useful as a supplement in several curriculum areas.

TITLE CAREERS IN PHOTOGRAPHY

R. Beattie

CE

Grades 7-8

PUBLISHER Educations Dimensions Corporation
Box 126
Stamford, Connecticut
06904

YEAR PUBLISHED 1968 COST $ 20.50 Record

22.50 Cassette

TYPE OF MATERIAL:
One full color filmstrip, accompanied by a fifteen minute long play record or a cassette tape.

BRIEF DESCRIPTION OF MATERIAL:
The career of a successful top-notch photographer is explored in a manner which glamorizes the life of a photographer.

READABILITY GRADE LEVEL:
Not Applicable.

OVERALL RATING:
UNACCEPTABLE 31/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although the reviewers all rated the material sufficiently bias-free for classroom use, it should be noted that three of the four teachers cited sex-role stereotyping of photography as a man's job with few references to women, other than as models.

ACCURACY: 8/15

The topic was narrowly covered. Information was limited to the subject's field of advertising and fashion photography, omitting other areas of photography, such as sports, portrait, TV, news, studio management, etc.

APPROPRIATENESS: 8/15

It was not expected that the material would be stimulating to a population of 7th and 8th Graders.

VERBAL AND VISUAL FLUENCY: 7/15

Lacks clarity of presentation. The content is not well organized or structured.

USEFULNESS AND VERSATILITY: 8/15

The audio-visual format increases the versatility of the materials but they are too costly for the content.

TITLE CAREERS IN DRAFTING

A. Leiffer

CE

Grades 7-8

PUBLISHER Educational Dimensions Corporation
P.O. Box 126
Stamford, Connecticut
06904

YEAR PUBLISHED 1969 COST $ 41.00 Records

45.00 Cassettes

TYPE OF MATERIAL:

The material consists of two full color filmstrips, each 7 minutes in length, accompanied by either two long play records or two cassette tapes.

BRIEF DESCRIPTION OF MATERIAL:

Pictures show students in a drafting class, professional drafting rooms and some of the products in drafting. The narrative describes different levels of drafting occupations and pinpoints the natural progression of advancement from level to level. Ways to speed or facilitate advancement are also indicated.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable

All of the reviewing teachers found the material acceptable. One teacher observed that mention was made of drafting as a field for both men and women, but another teacher felt that the roles of women and minorities were portrayed weakly, although there was some evidence of minority employment.

ACCURACY: 12/15

The information is up-to-date and the settings are modern.

APPROPRIATENESS: 11/15

Although no target population was listed it was recommended that Part I be used with 7th and 8th Graders and Part II be used in ninth grade or above.

VERBAL AND VISUAL FLUENCY: 10/15

Part I is very stimulating and the presentation is quite attractive. However, Part II seems boring if used in conjunction with Part I and possibly when used alone. Part II rehashes much of the material in the first part, supposedly in greater depth, but tends to seem long-winded and repetitious.

USEFULNESS AND VERSATILITY: 11/15

The audio-visual format makes these materials applicable to many teaching styles. Different levels of occupations within the field of drafting are presented. The first part would be most useful for 7th and 8th Graders, but the materials are packaged as a complete two-part unit.

TITLE DISCOVERY Career Log TJ2229.

John Freeman, Dick Lidz

CE

Grades 7-8

PUBLISHER Scholastic Book Services
50 West 44th Street
New York, New York
10036

YEAR PUBLISHED 1973 COST $ 165.50

TYPE OF MATERIAL:

The material consists of a set of 8 sound filmstrips with which either audio tapes or records may be used, a teaching guide and 30 workbooks. Workbook contains 143 pages.

BRIEF DESCRIPTION OF MATERIAL:

Students are introduced to 49 different job titles and various people in them. They are then asked to relate themselves to these jobs and situations. This is accompanied by 8 sound filmstrips and a teaching guide.

READABILITY GRADE LEVEL:

Dale Chall 5-6. (Very easy reading; difficulty is only in career names; resource guide more difficult.)

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Although generally acceptable, some type of bias was observed in regard to job denigration, comparing "dirty" jobs to "clean" jobs.

ACCURACY: 12/15

Some statistics give out-moded information, such as salary figures. Salaries for various job classifications is given as a set figure, instead of a range.

APPROPRIATENESS: 11/15

The material is geared toward self awareness and career awareness. It may be used as a supplementary aid to the math curriculum, although few activities are geared directly toward mathematics.

VERBAL AND VISUAL FLUENCY: 13/15

A variety of occupations and situations are covered. The material stimulates critical thought which leads to self awareness and career awareness.

USEFULNESS AND VERSATILITY: 11/15

The material could be used at all levels by adapting the material to the level of the group that you are working with.

TITLE YOUR FUTURE IN ASTRONOMY

Raymond M. Bele

CE

Grades 7-8

PUBLISHER Richard Rosen Press, Inc.
New York
New York

YEAR PUBLISHED 1970 COST $ 3.99

TYPE OF MATERIAL:
This material is a textbook of 127 pages.

BRIEF DESCRIPTION OF MATERIAL:
The text describes various aspects of astronomy and the types of jobs involved with those aspects. A great deal of subject matter of a highly technical and mathematical nature is involved.

READABILITY GRADE LEVEL:
Dale Chall 9. (9th because of technical vocabulary; sentence structure very reasonable.)

OVERALL RATING:
UNACCEPTABLE 32/60

SUMMARY OF RATINGS:

BIAS: Acceptable
No bias detected. A good, neutral format is used.

ACCURACY: 10/15
The content is very textual and reads more like a course book in science than career education.

APPROPRIATENESS: 8/15
Overly thorough in description of the field but not in job description.

VERBAL AND VISUAL FLUENCY: 8/15

The language is complex, and the astronomy concepts are treated in such detail as to be totally distracting.

USEFULNESS AND VERSATILITY: 6/15

The material was considered very limited with few applications. It would be interesting to academically accelerated students with strong science interests. Definitely oriented toward the college bound youngster.

TITLE: FORMS IN YOUR FUTURE

M. Galtry

CE

Grades 7-8

PUBLISHER: Learning Trends
Globe Book Company
New York, New York

YEAR PUBLISHED 1973 COST $ 1.50

TYPE OF MATERIAL:
The material is in the form of a workbook with removable pages.

BRIEF DESCRIPTION OF MATERIAL:
The workbook is a good introduction to filling out forms, containing descriptions of forms and instructions.

READABILITY GRADE LEVEL:
Dale Chall 5th. (Figured on the explanatory material only; would be even lower, except that certain unfamiliar words are absolutely necessary).

OVERALL RATING:
EXCELLENT 58/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material shows no bias.

ACCURACY: 15/15
The book is well prepared and an asset to pupils using it.

APPROPRIATENESS: 14/15
The book contains forms that everyone must work with at some time, and is appropriate for junior high students since they start filling out application blanks and forms early in junior high.

VERBAL AND VISUAL FLUENCY: 14/15

Excellent presentation of materials. Practical uses apparent.

USEFULNESS AND VERSATILITY: 15/15

The tear-out sheets are convenient, and the book can be used as a ready reference.

TITLE: DECIDING (A DECISION MAKING PROGRAM)

H.B. Gelatt, B. Varenhorst, R. Carey

CE

Grades 7-8

PUBLISHER: College Entrance Examination Board
New York
New York

YEAR PUBLISHED 1972 COST $ 2.00 per booklet

TYPE OF MATERIAL:.
This is a pamphlet consisting of about 100 pages dealing with career education.

BRIEF DESCRIPTION OF MATERIAL:
The elements of decision making (values, information and strategies) are developed in a booklet form. A leader's guide is included with every 10 student booklets. The booklets are in the form of workbooks and the program runs through 45 sessions.

READABILITY GRADE LEVEL:
Frye 9-10. Introduction of the vocabulary by the teacher would lower the reading level to 7th grade.

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:
BIAS: Acceptable
The material projects a positive attitude toward all types of people.

ACCURACY: 14/15
One reviewing teacher feels that the material in the leader's guide is detailed enough to prevent misinterpretation. Another feels that the guide may lead to confusion if used by an untrained and unprepared leader.

APPROPRIATENESS: 12/15

The material is geared to the intelligent, sophisticated 7th and 8th grader. However, sections can be used with students of any ability if slightly adapted by the teacher. Some of the material could be put on tapes to alleviate the problem some students would have reading the material.

VERBAL AND VISUAL FLUENCY: 13/15

The material is presented in a logical, clear way, but some of the ideas may be too difficult for low ability students. The pictures are all black and white and may distract the student since they are in an abstract form.

USEFULNESS AND VERSATILITY: 14/15

The student workbook can be pulled apart or used over again since the student does not have to write in it.

ADDITIONAL COMMENTS:

Some high school students may benefit from this material also.

TITLE YOUR CAREER IN UNUSUAL OCCUPATIONS

Walter Harter

CE

Grades 7-8

PUBLISHER David McKay Company, Inc.
750 Third Avenue
New York, New York
10017

YEAR PUBLISHED 1971 COST $ _____

TYPE OF MATERIAL:
A reference book, 118 pages.

BRIEF DESCRIPTION OF MATERIAL:
For each career, the book gives historical background, future need, educational preparation and specific jobs in a field. A conversational format is used. Each career has open-ended information. For each career discussed a list of addresses is provided where more information may be obtained.

READABILITY GRADE LEVEL:
Dale Chall 12 (Difficult sentence structure, as well as vocabulary).

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:
BIAS: Acceptable
The material was generally acceptable, but the three reviewing teachers all qualified their acceptance by noting sex stereotyping. The introduction carefully avoids using terms of gender ("his", "man", "boy", etc.) in discussing unusual jobs. However, the text becomes progressively more male oriented, depicting males in all of the unusual occupations.

ACCURACY: 11/15
Encouraging pursuit of more specialized information is a good device for keeping the material up-to-date. The material covers a number of fields and various jobs within a field, as well.

APPROPRIATENESS: 10/15

The focus upon unusual jobs would appeal to junior high students, but girls would tend not to identify with it.

VERBAL AND VISUAL FLUENCY: 10/15

The careers are interesting, but the format is not particularly stimulating. There are no pictures.

USEFULNESS AND VERSATILITY: 8/15

More likely to be used for browsing and selecting chapters of interest, rather than for reading from cover to cover. The material is aimed at individual interests, and encourages pursuit of additional information.

TITLE: EXPLORING CAREER JOBS THAT SAVE OUR ENVIRONMENT
Melvin Berger

CE

Grades 7-8

PUBLISHER: Lothrop, Lee and Shepard Company
105 Madison Avenue
New York
New York
10016

YEAR PUBLISHED 1973 COST $ _____

TYPE OF MATERIAL:
Short textbook of 96 pages.

BRIEF DESCRIPTION OF MATERIAL:
Various jobs and job fields are described within the realm of environmental planning, use and protection.

READABILITY GRADE LEVEL:
Dale Chall 7.3

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Two of four teachers who reviewed this text felt that there was moderate sex-role stereotyping since the pictures depict mostly males and the women shown appear to be aides or lab technicians.

ACCURACY: 14/15
The job requirements are well described and occupational needs clearly presented.

APPROPRIATENESS: 13/15
This book was considered appropriate for the target population. It was observed that most jobs described are indicative of further schooling.

VERBAL AND VISUAL FLUENCY: 13/15

Occupations in environmental planning and control are introduced in an orderly manner by the text.

USEFULNESS AND VERSATILITY: 12/15

For the target population, this was considered one of the better books reviewed by this group. Textbooks are, however, limited in use to students who read well.

TITLE: THE JELLYBEAN COMPANY: A CAREER ACTIVITY PROGRAM

CE

Grades 7-8

PUBLISHER: BFA Educational Media
2211 Michigan Avenue
Santa Monica, California
90404

YEAR PUBLISHED 1973 COST $ 97.00 for each part

TYPE OF MATERIAL:
Two audiovisual kits, each consisting of 6 filmstrips and 6 cassettes dealing with career education in general. Activity cards are also included.

BRIEF DESCRIPTION OF MATERIAL:
Part I Making & Selling Goods; Part II Performing Services. The filmstrips, tapes and activity cards all relate to one cluster of jobs. The activity cards are for future projects.

READABILITY GRADE LEVEL:
Frye 7th.

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Occasionally, especially in the Public Services filmstrip, there is no depiction of women in other than stereotyped roles. This, however, does not detract from the overall value of the filmstrips.

ACCURACY: 13/15
The material provides accurate and up to date information about many job areas. The Environmental filmstrip in particular is open ended and indicates that more and different jobs will develop.

APPROPRIATENESS: 13/15

The material is appropriate for this level student. For a sophisticated group the filmstrip may be too simple, but it will be entertaining. The material is presented in an interesting manner that the students will relate to.

VERBAL AND VISUAL FLUENCY: 14/15

The material is presented well and as a general overview, offers sufficient motivation for follow up activities. The music and graphics are pleasant without being distracting or cute. The vocabulary is straight forward.

USEFULNESS AND VERSATILITY: 14/15

The material can be used by a student on an individual basis or in small and large group situations. The packaging is neat and durable and will store easily.

ADDITIONAL COMMENTS:

The reviewing teachers felt that this material could be used with students at the intermediate (4-6) level and by some slower secondary students. They all emphasized the versatility of the material and felt that the activity cards offered a challenge to the students.

TITLE | WHAT YOU SHOULD KNOW BEFORE YOU GO TO WORK

CE

Grades 7-8

PUBLISHER | Harcourt, Brace and World
Pleasantville
New York
10570

YEAR PUBLISHED 1967 COST $ 48.50

TYPE OF MATERIAL:
A kit consisting of two filmstrips and records, and a written teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
The material describes different kinds of careers and provides information regarding academic preparation for these careers.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 35/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
All four of the reviewing teachers were concerned about sex-role stereotyping and job denigration. Most references are to men in the world of work, and there is bias regarding job levels designated by the material as menial.

ACCURACY: 9/15
References to salary range and pay scales are out-of-date. Some of the pictures are also outdated.

APPROPRIATENESS: 8/15
The primary target seems to be the high school student, but the material could also be used with 8th Graders for career exploration.

VERBAL AND VISUAL APPEAL: 10/15

The material is concise and well organized, but from the visual viewpoint it is outdated, in terms of the clothing, hair styles, etc., which may detract from the presentation.

USEFULNESS AND VERSATILITY: 8/15

Would be more useful with high school classes than with junior high students.

ADDITIONAL COMMENT:

The material is so out-dated that precise evaluation was difficult.

TITLE THE PEOPLE PROFESSION - CAREERS IN HOME ECONOMICS

CE

Grades 7-8

PUBLISHER Guidance Associates
757 Third Avenue
New York, New York 10017

YEAR PUBLISHED 1974 COST $ 22.00 Record
24.50 Cassette

TYPE OF MATERIAL:
This is an audiovisual kit consisting of a filmstrip, a cassette tape or record and a discussion guide.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrip is composed of interviews with men and women in the following fields of Home Economics: extension service, child development, finance, consumer service, interior design, communication, education and community service. The material shows that both men and women are Home Economics graduates and shows men involved in the fields of child development and interior design.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Men are shown in traditional female roles.

ACCURACY: 15/15
The material was produced by the American Home Economics Association, and uses on-location photographs.

APPROPRIATENESS: 14/15
The filmstrip is only appropriate to those students who are college bound.

VERBAL AND VISUAL FLUENCY: 14/15

The color and sound are very good, but the filmstrip may be too long for the junior high school student. It is 120 frames long.

USEFULNESS AND VERSATILITY: 7/15

The material is only appropriate to a small group of students and may not be worth the expense.

ADDITIONAL COMMENTS:

This filmstrip was reviewed by four teachers who teach Home Economics. They stated that their evaluation may be a biased one.

TITLE: YOUR WORKING FUTURE: COMPUTER CAREERS

J. A. Kalista, Ph.D.

CE

Grades 7-8

PUBLISHER: Encyclopaedia Britannica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois
60611

YEAR PUBLISHED 1973 COST $ 17.00

TYPE OF MATERIAL:
The material consists of eight separate units on different careers, utilizing film strips and cassettes. For each career there is a box containing one tape and one filmstrip.

BRIEF DESCRIPTION OF MATERIAL:
The unit on Computer Careers was reviewed. Other careers in the series are fire fighter, commercial artist, dental hygienist, child care, television service technician, telephone operator, and insurance sales.

READABILITY GRADE LEVEL:
Not Applicable.

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although the material was considered acceptable in this regard, it was noted by three of the four teachers reviewing the materials that women were depicted in the lower level jobs.

ACCURACY: 14/15
The various phases of the occupational units were covered quite well. In the specific unit, the separate areas were covered clearly and separation was apparent.

APPROPRIATENESS: 13/15

No age group was specified, but the material seems appropriate for use in various grade levels, possibly from 6th to 12th.

VERBAL AND VISUAL FLUENCY: 13/15

The language is easily understood and the terminology is good. The enunciation on the tapes is precise.

USEFULNESS AND VERSATILITY: 12/15

The manner in which the units are boxed makes it possible to expose students to one component of the system at a time if separate areas are to be covered.

TITLE: MS. - M D.

D. X. Fenten

CE

Grades 7-8

PUBLISHER: Westminster Press
920 Witherspoon Building
Philadelphia, Pennsylvania
19107

YEAR PUBLISHED 1973 COST $ 4.95

TYPE OF MATERIAL:
Hardcover textbook of 144 pages.

BRIEF DESCRIPTION OF MATERIAL:
This book describes the history of women in medicine, tells what a career in medicine is like, and discusses preparing for a medical career and lifestyles in different areas of specialization within medicine.

READABILITY GRADE LEVEL:
Not Available

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The purpose of the book is to present the options open to women who are interested in medicine.

ACCURACY: 13/15
Realistic in showing both pros and cons of entering the medical field.

APPROPRIATENESS:
The material is challenging and of interest to a specific group within the target population--science-oriented girls considering the possibility of career in medicine.

VERBAL AND VISUAL FLUENCY: 12/15

This is a very interesting, easy-to-read text interspersed with anecdotes. The print is large and there are good photographs.

USEFULNESS AND VERSATILITY: 10/15

The material is not really adaptable to all of the target population, but is an excellent resource for those students with the interest, academic ability and economic means to consider pursuing a career in medicine.

TITLE PREPARING FOR THE WORLD AT WORK

CE

Grades 7-8

PUBLISHER Guidance Associates
411 Washington Avenue
Pleasantville, New York
10570

YEAR PUBLISHED 1966 COST $ 41.50 Records
46.50 Cassettes

TYPE OF MATERIAL:
The material consists of two sound filmstrips, available either with two 12" LP records or two cassette tapes and a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
These materials suggest one way of acquiring school-centered vocational education for specific job entry skills in agriculture merchandising, machine shop, home economics and office work. They also introduce the value of early planning and the necessity for adopting positive work values.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 29/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
The materials were considered male dominated and racially unbalanced. Female workers are shown only in traditionally accepted female work roles, and the only black worker shown is in a service occupation.

ACCURACY: 7/15
Some of the machinery pictured is outdated. Also some of the academic requirements for vocational students have changed since these materials were produced. The statement "you can always change a wrong decision" is a distortion. Lacking in sensitivity to racial and sex role questions.

APPROPRIATENESS: 8/15

Would only be useful for male students in pre-vocational educational program.

VERBAL AND VISUAL FLUENCY: 8/15

The presentation was simple and held student interest, but it was not stimulating. Interjections, consisting of workers' personal comments, seem interruptive. Out-dated haircuts and clothing may detract from the effectiveness of the material.

USEFULNESS AND VERSATILITY: 6/15

The limited application of these materials would make it difficult to justify the cost, unless shared with other schools having similar target populations.

TITLE CAREER EXPLORATION - KEYS

CE

Grades 7-8

PUBLISHER Science Research Associates
Subsidiary of IBM, College Division
1540 Page Mill Road
Palo Alto, California 94304

YEAR PUBLISHED 1972 COST $ 120.00

TYPE OF MATERIAL:
Career Exploration is an entire program consisting of 10 color filmstrips with cassettes, a guide and manual.

BRIEF DESCRIPTION OF MATERIAL:
Designed to introduce today's world of work and explore the following interest areas: outdoor, mechanical, scientific, computational, persuasive, artistic, literary, musical, social service, and clerical. Only the filmstrip on Computational Interest was reviewed in depth.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
UNACCEPTABLE 22/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 10/15
The content is vague and inconclusive for the average 7th or 8th grade student.

APPROPRIATENESS: 3/15
The language used is far too difficult for the target population.

VERBAL AND VISUAL FLUENCY: 4/15
The presentation is dull and overly complex. The materials are cluttered with diagrams and symbols.

USEFULNESS AND VERSATILITY: 5/15

Use should be limited to college bound high school students.

ADDITIONAL COMMENTS:

Publisher states that material is suitable for Grade 6 - Adult. Teachers felt that individual filmstrips might be useful to high school students with specific interest in that career.

TITLE VERY IMPORTANT PEOPLE SERIES

Dorothy R. Freeman, M. Westover, W. Willis

CE

Grades 7-8

PUBLISHER Children's Press
1224 West VanBuren Street
Chicago, Illinois
60607

YEAR PUBLISHED 1973 COST $ 4.95 Each

44.55 Complete Set of 9 Books

TYPE OF MATERIAL:
The VIP series consists of nine hardcover books, each about 64 pages long.

DESCRIPTION OF MATERIAL:
This series of reference books describes a variety of careers. The two books reviewed were:
Cars, Buses and Trucks and
Farm and Earth Moving Machines.

READABILITY GRADE LEVEL:
Dale Chall high 6th

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Women are not at all prominent in these jobs, and younger and older workers are not shown as much as are middle aged workers. The VIP titling and approach are very good for the student's self-image and are good for the images of the jobs portrayed.

ACCURACY: 12/15
The job descriptions are up to date and accurate. The detail is sufficient for this level. One of the three reviewing teachers, however, felt that there should be more detail in the job descriptions.

APPROPRIATENESS: 11/15

The content seems to be appropriate for this age student, but the vocabulary is difficult and would require good reading skills.

VERBAL AND VISUAL FLUENCY: 11/15

The material is visually appealing and well organized. The books have a good glossary, and coded indicators of what each job deals with (things, ideas or people). The format is good for 7th grade students. The illustrations might be simplistic for 9th grade students. One of the three teachers felt that too many ideas are reveiwed at one time and that this might clutter a student's mind.'

USEFULNESS AND VERSATILITY: 10/15

The teachers felt that the books could be used in a variety of classroom situations. One of the three teachers felt that the books are demanding in terms of the reading skills needed to use them and that the students who would understand the book best might not be the ones for whom the book was intended.

ADDITIONAL COMMENTS:

One of the three teachers felt that the material could be used with high school students also.

TITLE: CAREERS IN THE HEALTH FIELD

Essie E. Lee

CE

Grades 7-8

PUBLISHER: Julian Messner
New York
New York

YEAR PUBLISHED 1973 COST $ 4.95

TYPE OF MATERIAL:
This is a hard-cover textbook of 191 pages.

BRIEF DESCRIPTION OF MATERIAL:
This book provides very thorough coverage of all specific and supportive hospital and community positions in the health field.

READABILITY GRADE LEVEL:
Dale Chall 10. The material would have been 8th grade level, except that the conclusion was full of technical terms.

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Excellent photographs representing all members of society in appropriate numbers in the health field.

ACCURACY: 13/15
Outstanding coverage of the world of work in the hospital.

APPROPRIATENESS: 14/15
Factual information is presented in story form which has appeal for target group.

VERBAL AND VISUAL FLUENCY: 13/15

Excellent arrangement of the material. Career titles are in a type different from the text, which makes it easy to find the career being discussed. The material is well organized, but the photographs could have been scattered throughout the text instead of clustered.

USEFULNESS AND VERSATILITY: 13/15

The book is highly readable due to dramatization, but in each case the job is only briefly described. Would be useful as resource material, particularly for students interested in careers in health related fields.

TITLE | CAREERS AFTER HIGH SCHOOL

Tim Haight

CE

Grades 7-8

PUBLISHER | P.F. Collier, Inc.
Sub. of McMillan, Inc.
866 Third Avenue
New York, New York
10022

YEAR PUBLISHED 1971 COST $ 1.25

TYPE OF MATERIAL:
This is a textbook, 179 pages in length.

BRIEF DESCRIPTION OF MATERIAL:
The book is a paperback, covering 251 selected jobs for high school graduates, in eight major headings.

READABILITY GRADE LEVEL:
Dale Chall 10.6. Varies from 7th throug 16th - difficult vocabulary.

OVERALL RATING:
UNACCEPTABLE 29/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
All four reviewing teachers agreed that the material was marked by sex-role stereotyping and one mentioned that minority groups were not acknowledged in any way.

ACCURACY: 7/15
The material is out-dated. It is also wordy to the point where facts are hidden by verb age.

APPROPRIATENESS: 7/15
Not appropriate for this age group.

VERBAL AND VISUAL FLUENCY: 7/15

There are no illustrations and too many words to a page. The effort to cover 251 careers in a paperback of 179 pages has resulted in an extremely superficial coverage of them all.

USEFULNESS AND VERSATILITY: 8/15

The book would have very limited use, even as resource material.

TITLE | FASCINATING WORLD OF WORK: CAREER AWARENESS SERIES

CE

Grades 7-8

PUBLISHER | National Career Consultants, Inc.
9978 Monroe Street
Dallas,Texas
75220

YEAR PUBLISHED 1973 COST $ 322.00

TYPE OF MATERIAL:
This is a three-volume audiovisual kit. Each volume contains six film strips, six cassettes, teacher's guides, and a booklet of Life Style Evaluation Forms.

BRIEF DESCRIPTION OF MATERIAL:
This kit deals with a variety of careers and is designed to help students to intelligently choose a career.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material appears to be presented objectively, showing various types of people in various careers. There is some emphasis on status as a desirable career outcome.

ACCURACY: 13/15
The material is very objective and accurate. It is presented in an organized manner and presents a thorough look at different aspects of the careers.

APPROPRIATENESS: 10/15
The narration presents a great deal of information in a short time and requires the student to follow the filmstrip very closely. At times, there is actually too much information given to be appropriate for a student at this level unless he/she is a mature student.

VERBAL AND VISUAL FLUENCY: 11/15

The material is presented too rapidly for the student to assimilate. There is a lot of information and the filmstrip itself seems to hold the attention of the students.

USEFULNESS AND VERSATILITY: 12/15

The material is packaged excellently and is easy to store. The student profile cards can be reordered. The introductory filmstrip could be used with an entire class as a motivating activity and then smaller groups of students, or individual students, could use the other filmstrips according to their interests. Slow students might have trouble keeping up with pace of filmstrips.

ADDITIONAL COMMENTS:

All four reviewing teachers felt that this material would be more appropriate on the secondary or post-secondary level because of its specificity. One teacher particularly recommended the first filmstrip "The World of Work" as an excellent introduction to what work is all about.

TITLE | LET'S EXPLORE YOUR CAREER BULLETIN #540

CE

Grades 7-8

PUBLISHER | Cooperative Extension Service
University of Maine
Orono, Maine

YEAR PUBLISHED 1972 COST $ .18

TYPE OF MATERIAL:
This is a workbook/manual dealing with career education in general.

BRIEF DESCRIPTION OF MATERIAL:
This workbook gives the student a chance to analyze himself in terms of his interests, personality traits and abilities. The book suggests different types of tests that a guidance counselor could give a student and there are pages in the book for the student to use to investigate careers of his/her choosing. No directions are given to the student however.

READABILITY GRADE LEVEL:
Dale-Chall 8th

OVERALL RATING:
USEFUL 41/60

SUMMARY OF RATINGS:
BIAS: Acceptable
No evidence of bias of any type was found.

ACCURACY: 12/15
The accuracy of this book is difficult to judge since it depends upon whether or not the testing questions reflect the interests of the students and are relevant to the selection of jobs. The test questions are based on standardized tests which have been validated.

APPROPRIATENESS: 8/15

The vocabulary is very difficult and hard for students at this level to understand. Four teachers reviewed this material and the scores on this section ranged from a low of 5 to a high of 13. The teachers who rated the appropriateness in the higher range felt that the material would be valuable to the students if used with a teacher's guidance.

VERBAL AND VISUAL FLUENCY: 11/15

Two of the four teachers rated this section highly because they felt the material was presented in an attractive, simple way. The two teachers who rated this section at the lower end of the scale felt that the wording and the concepts were too difficult for students at this level.

USEFULNESS AND VERSATILITY: 10/15

The book could be used in connection with a research project or could be used with teacher direction as a personal inventory tool. A teacher could also use the book as a resource.

ADDITIONAL COMMENTS:

The four reviewing teachers felt that the book would be better used at the high school level in connection with guidance. They felt that the junior high school student was not ready to deal with the detailed personal inventory the book presented without close teacher guidance.

TITLE | CLARIFYING YOUR VALUES: GUIDELINES FOR LIVING

CE

Grades 7-8

PUBLISHER | The Center for Humanities, Inc.
2 Holland Avenue
White Plains, New York
10603

YEAR PUBLISHED 1974 COST $ 104.79 for Part I and Part II.

TYPE OF MATERIAL:

Part I consists of a teacher's guide, two audio tapes, two records, and two 80-slide series. Price for Part I alone was not available but it appears to be sold separately also.

BRIEF DESCRIPTION OF MATERIAL:

The purpose of the materials is to help students in clarifying values. Investigation of values and their adoption or rejection are considered. The visual presentation includes books, movies, art prints, photos and real life situations. The visual material is accompanied by music, narration and dramatization.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable

It was observed that the orientation to the discussion of values may be viewed as positive and effective because it was thought provoking and allowed the student to draw his own conclusion; or, on the other hand, it may appear to be propagandizing in support of humanistic and social values.

ACCURACY: 12/15

The visuals are used fairly and rationally. The material is non-conclusive in approach. It attempts to awaken sensitivity and social consciousness.

APPROPRIATENESS: 11/15

The less mature student may not comprehend the material as well, but parts of the material that is used (e.g., literature) allows for easy excerping and revision. Value choices and risks are important to discuss at this level. However, local attitudes, standards and priorities should be considered before using.

VERBAL AND VISUAL FLUENCY: 12/15

The presentation is effective for stimulating thought and discussion. Fast paced and provocative. Value positions and alternatives are easily followed by the viewer.

USEFULNESS AND VERSATILITY: 12/15

The approach and style are good. The tapes could be edited for slow students. The materials could be of use in English and Humanities courses.

TITLE | AM I WORTHWHILE? IDENTITY AND SELF-IMAGE

CE

Grades 7-8

PUBLISHER | The Center for Humanities
2 Holland Avenue
White Plains
New York
10603

YEAR PUBLISHED 1974 COST $ 104.79 for Part I and Part II.

TYPE OF MATERIAL:

Part II is a sound slide program consisting of two audio-tape cassettes, two LP records, 160 slides (two Kodak carousel cartridges), teacher's guide and student activity cards. Price for Part II alone was not available although it appears to be sold separately also.

BRIEF DESCRIPTION OF MATERIAL:

The sound-slide program is attractive, with many colorful visual stimuli which promote creative thought and activity regarding self awareness and values. The suggestions for further inquiry and activity provide almost unlimited opportunities for classroom use.

READABILITY GRADE LEVEL:

Dale-Chall 8. Done on activity cards.

OVERALL RATING:

EXCELLENT 56/60

SUMMARY OF RATINGS:

BIAS: Acceptable

The materials were considered free of bias by all of the reviewers.

ACCURACY: 15/15

The materials are highly accurate, realistic and up-to-date.

APPROPRIATENESS: 14/15

The many possibilities for use with most groups are cited, although it is questioned whether the materials would be appropriate for use with groups with special needs, such as children in special education classes.

VERBAL AND VISUAL FLUENCY: 14/15

Very high quality. Relevant works of literature are combined with movie stills, photographs, and graphics.

USEFULNESS AND VERSATILITY: 13/15

The materials are very versatile and lend themselves to use in a variety of ways.

TITLE | CAREER GAMES LABORATORY

CE

Grades 7-8

PUBLISHER | Educational Progress Corporation
4900 South Lewis
Tulsa, Oklahoma
74105

YEAR PUBLISHED 1970 COST $ 97.50

TYPE OF MATERIAL:
This is an audiovisual kit containing a filmstrip, tapes, score pages and game cards.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrip/tape introduces the student to the rules for each game in the kit. A series of cards are available for a number of careers. The game provides an overview of career education.

READABILITY GRADE LEVEL:
Frye 8-9-12 (the level depended upon the particular game card that was checked).

OVERALL RATING:
UNACCEPTABLE 24/60

SUMMARY OF RATINGS:

BIAS: Acceptable

Four of the five reviewing teachers said that the material was neutral and contained no bias. The other teacher felt that labeling the cards "Career Joe" constituted sex/role bias. This same teacher felt that a value was put on professional careers.

ACCURACY: 9/15

The material stresses the importance of a college education, no matter what career is considered. Some of the statistics and career descriptions are inaccurate and the material could become outdated due to changes and eliminations of jobs.

APPROPRIATENESS: 5/15

The "game" is too difficult for this age student to play. There is too much reading involved and not enough action to make it a real game. The emphasis seems to be on how to play the game rather than what can be learned from it.

VERBAL AND VISUAL FLUENCY: 4/15

The filmstrip is not visually stimulating. The game is too long and confusing to hold the attention of students at this age level.

USEFULNESS AND VERSATILITY: 6/15

The game can only be used by students with a good reading ability. The set-up of the game is cumbersome and is only suited for a small group. All the cards have to be kept in order and only one student may use a card at one time.

ADDITIONAL COMMENTS:

None of the five reviewing teachers recommended this game for use at any level because the objectives are lost in its confusing organization.

TITLE | JOE THE RETAIL SALESMAN

Laurence Swinburne

CE

Grades 7-8

PUBLISHER | Gregg and Community College Division
McGraw-Hill Publishing Company
Princeton Road
Heightstown, New Jersey 08520

YEAR PUBLISHED 1966 COST $ 1.20 Each

TYPE OF MATERIAL:
Workbook of 43 pages.

BRIEF DESCRIPTION OF MATERIAL:
The book is in a story format, following the experiences of one young man as he progresses from grocery store "bottle boy" to his ultimate realization as a sporting goods retail salesman. Very "folksy" in its approach. There are exercises at the end of each chapter.

READABILITY GRADE LEVEL:
Dale-Chall 4

OVERALL RATING:
USEFUL 41/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The material was acceptable but all three reviewing teachers made note of the fact that the book is aimed strictly at a male audience. The only female worker shown is a nameless cashier with whom Joe attempts to make a date.

ACCURACY: 11/15
The information is accurate and general enough to be fairly up-to-date, with some inadequacies, e.g. no mention of unionism or automation.

APPROPRIATENESS: 10/15
Junior high students would be able to identify with "Joe" and could gain in their understanding of retail work from this presentation.

VERBAL AND VISUAL FLUENCY: 11/15

The vocabulary is simple, the text easy to follow and there is a good, logical progression in the theme. The cartoon format is interest-arousing.

USEFULNESS AND VERSATILITY: 9/15

Can be used individually or in groups, with all academic levels. Limited in that it treats only one, particular type of job and is addressed only to males.

TITLE "MANUFACTURING" INDUSTRY IN 20TH CENTURY AMERICA

CE

Grades 7-8

PUBLISHER Society for Visual Education, Inc.
1345 West Diversey Parkway
Chicago, Illinois
60614

YEAR PUBLISHED 1967 COST $ 51.00

TYPE OF MATERIAL:
The materials consist of a set of five sound filmstrips with tapes.

BRIEF DESCRIPTION OF MATERIAL:
The filmstrips provide an overview of 20th century American industry. Historical stages to the present are covered through depictions of craftsmen, early manufacturing, organization of manufacturing, part production, sub-assembly and final assembly. Manufacturing in a school shop is shown, in which students are working on production of athletic trophies.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Although acceptable, it was noted that minority groups were not shown and that women appeared in assembly occupations only.

ACCURACY: 12/15
Although well done, the material deals with the organization of manufacturing rather than specific jobs.

APPROPRIATENESS: 12/15

Presentation is too complex at times. Simpler language and shorter words would have increased the appropriateness of the material for junior high students.

VERBAL AND VISUAL FLUENCY: 12/15

The visuals and artwork are attractive.

USEFULNESS AND VERSATILITY: 11/15

The materials are convenient and easy to use. The tape has both audible and inaudible advance tone.